



## THE ROLE OF AI IN SHAPING INFLUENCER MARKETING STRATEGIES FOR GENZ AND MILLENNIALS ON INSTAGRAM

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### Abstract

This research investigates the transformative role of Artificial Intelligence (AI) in designing influencer marketing strategies on Instagram, directed towards Generation Z (Gen Z) and Millennials. With the use of big data analytics, Natural Language Processing, and content personalization, AI is changing traditional marketing practices. Preference for personalized and genuine content expressed across different generations is identified as a core engagement factor. Using a mixed-method research approach that includes surveys, this research underlines the substantial impact AI-led insights have in determining influencer identification, content curation, and promotion of brand engagement. This research explores the transformative role of AI in influencer marketing on Instagram, focusing on Gen Z at 57% and Millennials at 43%. According to the study, 62% of respondents spend 1-3 hours daily on Instagram, and Gen Z spends more time actively. 78% prefer AI-personalized content, yet 40% are sceptical of AI-driven ads. While Gen Z prioritizes content relevance, 65% of Millennials emphasize influencer trust. This research shows that businesses must make use of AI to bridge the generational gap while creating customized and meaningful experiences on social media.

**Keywords:** Artificial Intelligence, Social Media, Strategy, Influencer Marketing, GenZ, Millennials.

### Introduction

The surging of social media has changed marketing, allowing brands to connect directly with consumers. Among them, Instagram proves to be at the core of influencer marketing, using visual storytelling and engagement to grab attention of Gen Z and Millennials. With these generations characterized by tech-savviness and wide purchasing power, they expect tailored and genuine experiences from brands.

### AI's Role in Marketing

AI marketing uses AI capabilities, such as data collection, data-driven analysis, natural language processing (NLP), and machine learning (ML), to create customer insights and streamline important marketing decisions. Incorporation of AI within traditional marketing is reevaluating it and providing intelligent solutions to nurture customer engagement, make operations efficient, and influence business decisions.

Marketing-based AI platforms such as ChatGPT, Jasper, and Grammarly derive efficiency, practice, and optimization of content, giving more time for writing blogs

and providing SEO copies. This is because AI helps marketers speed up the process of writing without compromising quality. The platforms can also give an overview of the current trends in that sector and give some recommendations on how to optimize a piece of content.

AI enables brands to glean sentiments through social media conversations, reviews, and feedback. Sentiment analysis tools help marketers understand what customers are saying about a brand, allowing them to manage a brand's reputation and tailor their messaging accordingly.

### Influencer Marketing on Instagram

Instagram has emerged as a cornerstone of influencer marketing, connecting brands with audiences through visual storytelling, authenticity, and engagement. As of 2025, Instagram remains one of the most effective platforms for influencer campaigns, offering a dynamic space for content creators and brands to collaborate.

With a higher rate of engagement when compared with its contemporaries, influencers find it easy to connect with their audience on Instagram. Studies find that micro-

influencers on the platform attain engagement rates that may reach 8%, outperforming others in terms of social platforms. This engagement helps to conjure trust and influence followers to dig into and possibly purchase promoted products.

Instagram influencers seem very genuine. To their followers, these people are not only relatable but trustworthy, so they see their recommendations as not commercialized but genuine. This trust lies at the core of Instagram's success in influencer marketing. In endorsements, compared to traditional ads, endorsements might feel a little more one-on-one and less forced.

While AI-powered insights are central to Instagram's attractiveness as a marketplace for influencer marketing, AI tools help analyze audience behavior, engagement trends, and demographic specifics, thus allowing brands to identify the right influencers for their campaigns. Meanwhile, Instagram's algorithm elevates the profile of influencer content, pushing posts to the target audience.

### **Target Generations: GenZ & Millennials**

Gen Z and Millennials are key demographics for brands due to their substantial buying power, technological adeptness, and cultural influence. Millennials really just about to enter their peak earning age care more about quality, sustainability, and monetary value regarding their purchases, while Gen Z looking more at themselves as digital natives seems to prefer a shopping experience that is seamless and mobile-first. Both groups are heavy users of social media whereas Millennials prefer sites like Facebook and Instagram for more curated content, Gen Z is drawn to TikTok and Snapchat because they prefer authentic, short-form content. Their similar demand for personalized experiences and authenticity in brands is why they gravitate towards businesses that embody their ideals, such as sustainability, inclusivity, and social responsibility.

While Gen Z and Millennials share some commonalities, they differ in their approaches to brand engagement. Whereas Millennials are strongly driven by FOMO (Fear of Missing Out) and focus too heavily on experiences travel and dining - Gen Z has the complete opposite philosophy in that they are quite expressive and rebellious in their purchasing decisions.

Millennials often favor loyalty programs, while Gen Z prefers AI-driven personalization. Millennials enjoy community among themselves, but they express it in a different way than Gen Z: Millennials utilize the platform of work groups and interests while the Gen Z community gathers itself on online forums and in social movements. Most brands, therefore, can best bridge these divides to create deeper and longer-lasting connections with these much-exalted demographics by utilizing these particular traits just mentioned.

### **Literature Review**

Influencer and digital marketing are just two domains where artificial intelligence (AI) has made its impact. AI-based strategies are revolutionizing the way marketers communicate with Millennials and Generation Z due to the increased significance of social media platforms such as Instagram.

Recent research highlights the increasing role of AI in social media. Sadiku et al. [1] talk about how artificial intelligence (AI) tools like machine learning and natural language processing improve audience engagement, predictive analytics, and content personalization in social media marketing. Influencers can improve their content for increased engagement rates by using AI-driven algorithms that examine enormous volumes of data to find trends.

The adoption of AI in monitoring social media activities has been explored by Al-Ghamdi [2], who highlights AI's capacity to monitor customer sentiment and identify fraudulent activity, including influencer fraud and phony engagement. With the help of this feature, marketers can work with real influencers who have real followers.

Ahmad et al. [3] examined consumer attitudes regarding telecom industry advertising tactics, proving that AI-powered social media mining successfully captures consumer beliefs and actions. Similarly, Sharma et al. [4] investigated the use of AI in low-cost hotel promotional packages and found that AI-based targeting improves customer acquisition tactics. This idea can be used in influencer marketing efforts.

Verma and Srivastava [5] Examine the shift in social media marketing from clicks to customer conversions. Influencers can customize their tactics with the use of AI-powered technologies like recommendation engines and predictive analytics, which guarantee increased conversion rates for brand promotions.

AI is also driving efficiency in marketing campaigns within the manufacturing sector, as outlined by Roy and Srivastava [6]. These findings can be applied to influencer marketing, where artificial intelligence (AI) improves operational efficiency through audience targeting, ad placement optimization, and the automation of repetitive processes.

Srivastava and Singh [7] Talk about Tesla's AI-powered digital marketing tactics, highlighting how crucial AI is to improving brand positioning. This idea is very pertinent to influencer marketing, as artificial intelligence (AI) aids in finding influencers who share a brand's values and tailoring marketing tactics to target audiences.

The impact of AI on Generation Z and Millennials has been a subject of recent studies. Sayyed and Gupta [8] highlight how these demographics are heavily influenced by AI-curated content on social media platforms. Serbanescu [9] examines Millennials' and Gen Z's digital-era behavioral habits in more detail, showing that AI-powered influencer marketing significantly affects their purchase choices.

Savin et al. [10] Talk about how AI-driven social media material is causing younger generations to think differently, highlighting how AI shapes user perceptions. This knowledge is essential for influencer marketing since AI technologies can anticipate and adjust to customer preferences, guaranteeing that advertising campaigns are well-received by their target markets.

All things considered, the body of research highlights how AI is revolutionizing Instagram influencer marketing. Brands and influencers may better engage with Gen Z and Millennials, monitor customer behavior, and optimize marketing campaigns with the use of AI-driven solutions. The future of digital brand partnerships will be shaped by the more sophisticated use of AI technology in influencer marketing.

### Research Gap

AI is gradually becoming integrated with influencer marketing, however, minimal research examines the AI-driven targeting strategies employed specifically for Gen Z and Millennials within Instagram. Existing studies attempt to develop general concepts such as "influencer effectiveness" and "AI's role in marketing," generally leaving aside how AI is formulating plans from among many digital natives. The gap is an understanding of how AI-generated content recommendations analyses and personalized materials are influenced by Gen Z and Millennials' views on authenticity, ethics, and engagement. This research seeks to fill that gap by shedding light on how AI directs creative marketing strategies that resonate particularly with these demographic groups on Instagram.

### Objective

To analyze the transformative role of artificial intelligence (AI) in shaping influencer marketing strategies on Instagram, with a specific emphasis on its impact on targeting Gen Z and Millennials. The study aims to:

1. Learn how AI-listed solutions maximize sentiment analysis, engagement, and content customization for diverse audiences.
2. Check how well AI targets ads, tracks engagement and detects influencers.
3. Explore the character of disparity and difference between Gen Z and Millennials when engaging on social media and connecting with brands.

## Research Methodology

### Research Design

This study uses a mixed-method research design, with both qualitative and quantitative approaches being integrated. It is through this integration that both methods will bring out a whole understanding of the impact of AI on influencer marketing strategies of Gen Z and Millennials on Instagram.

### Data Collection Methods

- The survey was administered to collect answers from the subjects of Gen Z and Millennials regarding their engagements with AI-based influencer marketing.
- Close-ended questions were added to the questionnaire to get statistical trends and, at the same time, some opinions, preferences, and attitudes.
- The key areas assessed involved content personalization, engagement metrics, influencer credibility, and ad targeting through AI

### Sampling Methodology

- The research adopted a **purposive sampling approach**, targeting individuals within the **Gen Z (1996-2010) and Millennial (1981-1995) demographics** who actively engage with influencers on Instagram.
- The survey was distributed via **online platforms (social media, email, and university networks)** to ensure participation from a diverse range of respondents.
- A total of **300 responses** were collected, ensuring adequate representation of both generations.

### Ethical Considerations

- All the respondents were informed about the purpose of the study and their responses were collected anonymously.
- Data confidentiality was maintained, and respondents had the right to withdraw.

## Finding & Analysis

### 1. Demographic Distribution

Respondents have revealed that the Millennial generation, those born between 1981 and 1995, and Generation Z, those born between 1996 and 2010, represent the most significant audience for influencer marketing found on Instagram. Such a distribution allows for a decent picture of how AI affects various cohorts of the population.

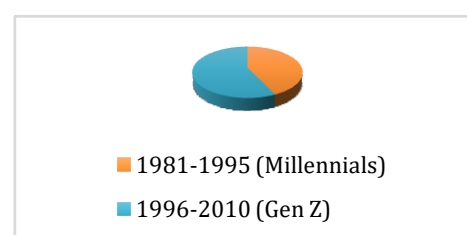


Chart 1: Demographic Distribution

### 2. Instagram Usage Patterns

When asked how much time they spent daily on Instagram, most respondents reported spending 1 to 3 hours daily, with Millennials more likely than Gen Z to say they spend less time on the platform. This meshes with existing research indicating that Gen Z has higher levels of engagement on social media.

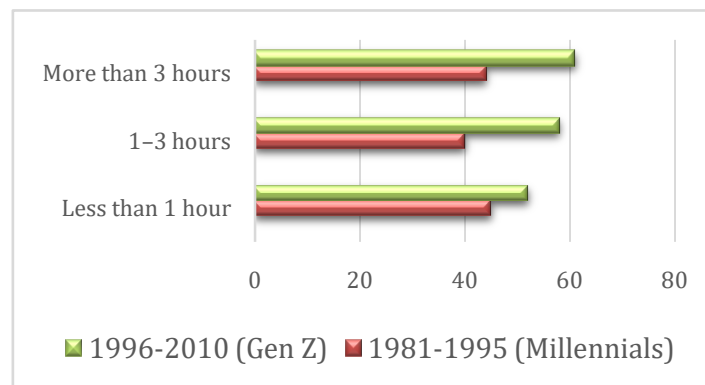


Chart 1: Instagram Usage Patterns

### 3. Preference for Personalized Content

Personalization is a prominently significant factor for influencer marketing success. Majority of respondents rated the significance of the personalization factor high (4 or 5 on a scale of 1 to 5). This supports existing literature highlighting that AI-based content recommendations significantly enhance user engagement by customizing influencer content to individual preferences.

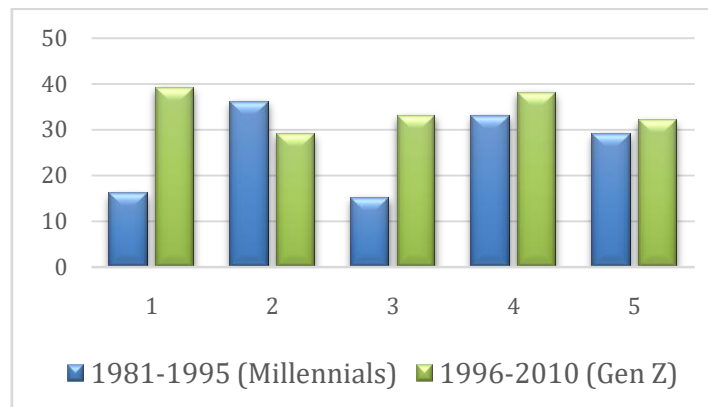


Chart 3: Preference for Personalized Content

### 4. Frequency of Relevant Sponsored Posts

Most respondents acknowledged that they see influencer-sponsored posts relevant to them at least "sometimes," with a significant percentage responding that they come across such posts "often" or "always." This suggests that AI-facilitated targeting of ads on Instagram is quite effective in ensuring the relevance of content.

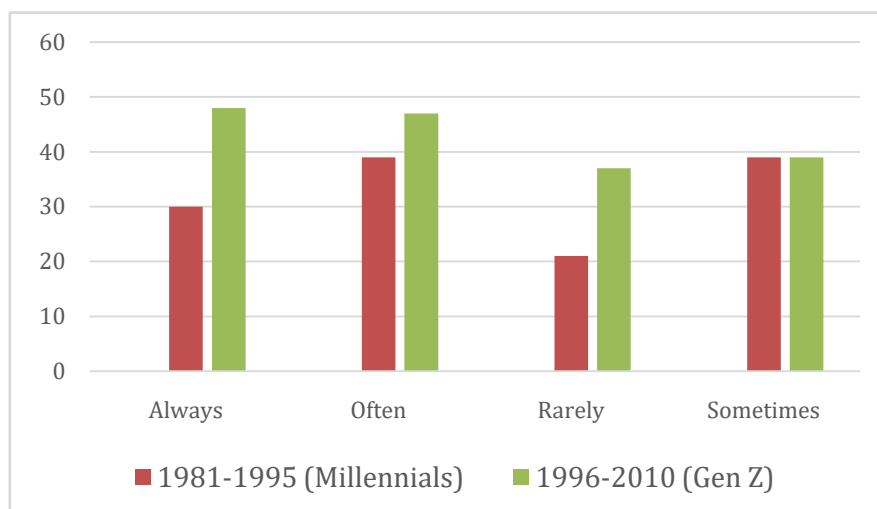


Chart 4: Frequency of Relevant Sponsored Post

## 5. Trust in AI-Driven Ads

Trust in AI-driven ads still varies among users. While quite some respondents said they trust ads promoted by influencers far more if these fit their interests, a good proportion also responded with skepticism or placed themselves in a position of ignorance. This calls for more transparency in the AI-powered content recommendations to elicit trust.

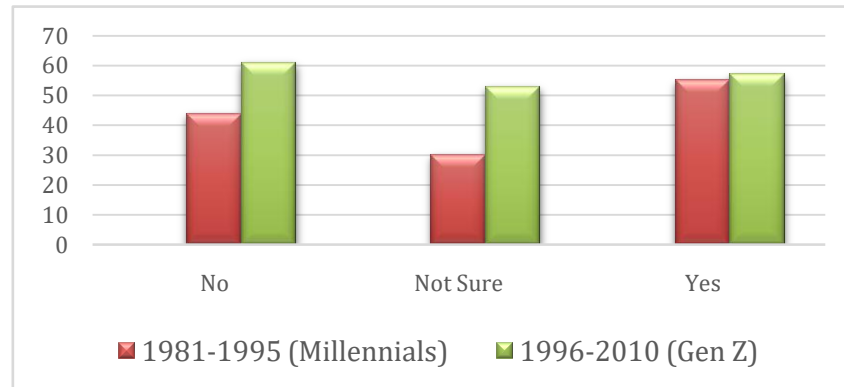


Chart 5: Trust in AI-Driven Ads

## 6. Motivations for Engaging with Influencer Content

Gen Z respondents tended to prioritize content relevance whereas Millennials placed more emphasis on influencer trust as the primary motivation for interacting with influencer content. Such divergence in opinion suggests that I-powered influencer selection might make attempts to merge both trustworthiness and content alignment to enhance engagement.

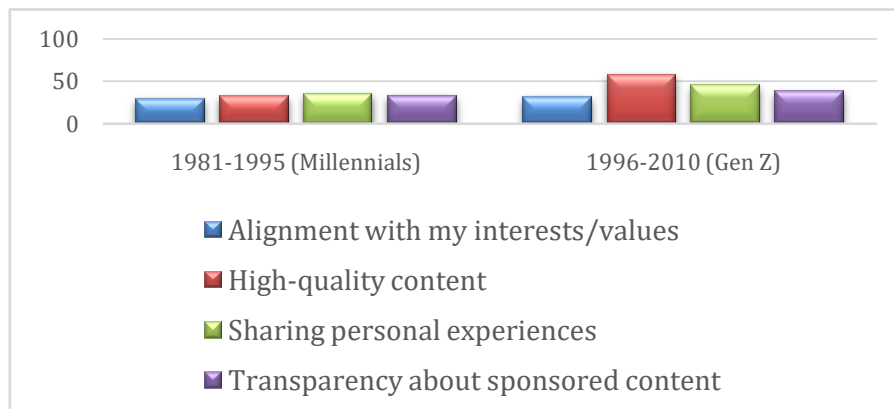


Chart 6: Motivations for Engaging with Influencer Content

## 7. Role of AI in Influencer Selection

A good number of respondents acknowledged that AI likely helps brands select the right influencers. However, a noticeable number of respondents still expressed some uncertainty with this because they might not be aware of how AI plays in influencer marketing or might be skeptical about AI truly understanding what audiences like.

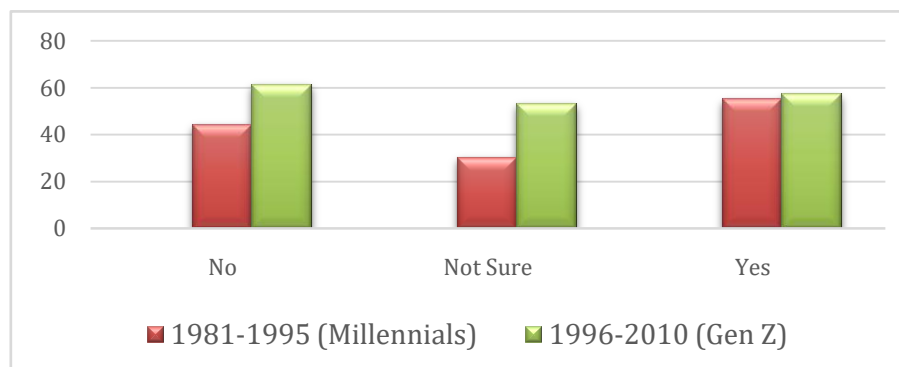


Chart 7: Role of AI in Influencer Selection

### 8. Differences in Content for Gen Z vs. Millennials

Where opinions about Gen Z versus Millennials were somewhat mixed was in the reasons why certain characteristics were assigned to how influencers targeted each generation. Some found a clear divide, while others thought it was pretty similar content. This only points out that AI-based content strategies must refine the targeting of generations to ensure maximum impact.

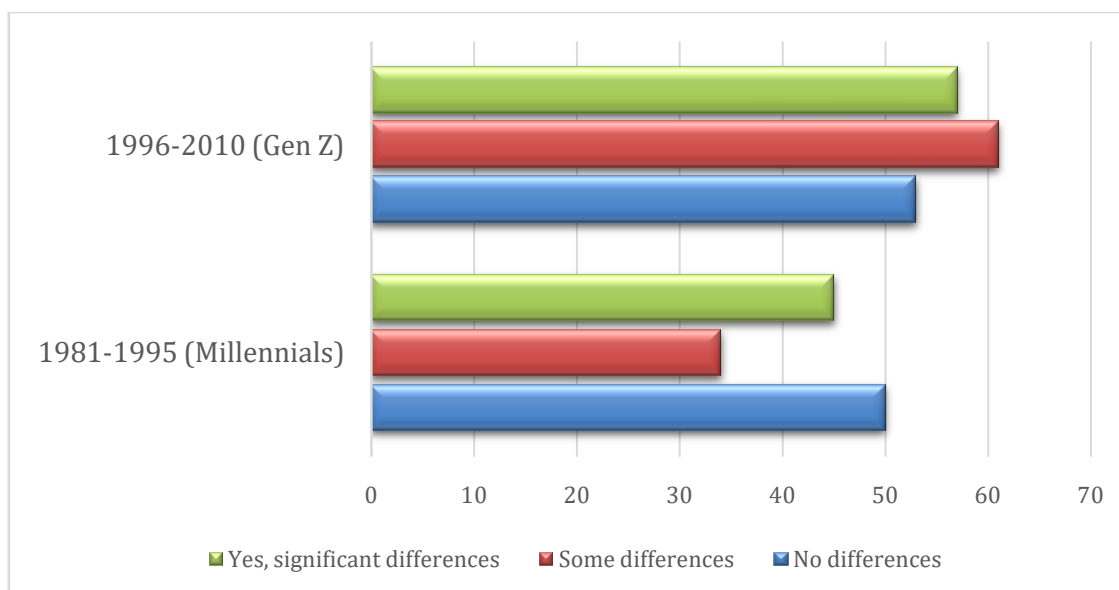


Chart 8: Differences in Content for Gen Z vs. Millennials

### Findings

1. The Millennials (1981–1995) and Generation Z (1996–2010) are the first target audience for influencer marketing on Instagram, of which Gen Z represents a slightly higher percentage.
2. Gen Z also has higher engagement on Instagram, with more percentage spending over 3 hours a day compared to Millennials.
3. Both groups overwhelmingly prefer content that is personalized in nature, validating the use of AI to increase engagement by means of recommendations that are personalized.
4. Most respondents see relevant sponsored content regularly, suggesting successful AI-based ad targeting.
5. Confidence in AI-based ads is split, with most respondents being doubtful or unsure, and calling for more transparency.
6. Gen Z values relevance, while Millennials value quality and transparency, suggesting that AI-based strategies need to balance both.
7. As numerous people acknowledge the role of AI in influencer choice, confusion remains, perhaps indicating a demand for more detailed explanation of the impact of AI.
8. Views of content variations vary, suggesting refinement of generational targeting through AI-based strategies, while also acknowledging shared tastes.

### Conclusion

Instagram influencer marketing has emerged as a crucial strategy for brands that want to reach Gen Z and Millennials. This research has explored how different factors, including content personalization, influencer credibility, and audience engagement-impact the success of influencer-led marketing campaigns. One of the most important findings of this research is the differences in consumer behaviour across generations when it comes to interacting with influencer content. Gen Z, who are digitally proficient, most considerate about the relevance of content and prefer influencers who create resonate content. They are allure to interactive and visually stimulating content that is orient with their interests and values. Millennials care more about the plausibility of influencers. They are more likely to follow influencers whose opinions they trust and whose recommendations they perceive as sincere as denigrate promotional. This dichotomy calls for brands to make their influencer marketing approaches customized to meet the distinctive presumptions. Trust, which is built over time and can be destroyed in an instant, is the key to influencer marketing success. Influencers who share real-life experiences, have a consistent brand voice, and endorse things they genuinely believe in have a higher chance of attracting fans. A lack of openness, excessive sponsored material, and over-commercialization can erode trust and lead to disengagement. As a result, brands need to collaborate with influencers who share their values and strike a balance between natural engagement and promoted material. Transparency is also crucial; preserving



audience trust requires disclosing sponsorships and adhering to moral marketing practices.

Despite all of this, influencer marketing is still a powerful way to interact with brands. By identifying key factors influencing customer interactions, this study is one of numerous that highlight the potential effectiveness of influencer marketing. There is still much to learn about the long-term patterns in consumer behaviour, the evolving role of influencers, and the implications of emerging platforms for influencer marketing tactics. Effective influencer marketing basically depends on a brand's capacity to listen to its audience, carefully select influencers, and provide authentic, engaging content. In the present fast-paced digital era, brands that prioritize trust, stories, and genuine connections will have a better chance of retaining Gen Z and Millennial interest and loyalty.

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### **Conflict of Interest**

The author declares that there is no conflict of interest.

### **Informed Consent**

Informed consent was obtained from all individual participants included in the study.

### **Ethical Statement**

This study was conducted in accordance with ethical standards.

### **Author Contribution**

Sejal Aru: Conceptualization, Writing – Original Draft, Review & Editing.

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