EXECUTIVE SUMMARY

Social media platforms have now become an integral part of the daily lives of millions of users, especially the millennials. Marketers are relentlessly trying to connect with their target market on these social media platforms. They want to be present on the media that their customers use. This has led to the growth of marketing using social media platforms, also known as social media marketing. Literature reviewed suggests that marketers use multiple tactics, activities and appeals on various social media channels to reach and connect with their target audiences on social media to create awareness, build brands, and engage with audience and drive sales. Through this study the researcher has tried to comprehend the extent of influence that social media marketing initiatives or activities have on the millennial consumer behavior, brand trust and loyalty towards lifestyle brands. This study truly represents the millennial generation of today who are mostly young, students who are well educated, knowledgeable and financially comfortable. Most of them use mainly smartphones to access social media networks, are registers on five or more social media networks with more than half of them spend more than one to three hours on them. They access it many times a day for various reasons iterating that it is a part of their daily routine. It seems that millennial use of social media and acceptance of social media marketing is driven by the ease of using them, their perceived usefulness and the positive attitude they hold towards them. The top five social media networks that are most frequented on a daily basis are (1) Instagram, (2) YouTube, (3) Facebook, (4) Pinterest and (5) Snapchat. The research indicates that the types of social media brand communications used and the attributes of brand communication influence the perception of social media marketing activities, brand following, purchase behaviour, brand trust and loyalty. This study also emphasizes the fact that millennial attitude and perception towards social media marketing by lifestyle brands’ have a huge impact on brand following, purchase intention, purchase behaviour process, brand trust and brand loyalty towards lifestyle brands. The conclusive models developed for this study, provides vital insights on Indian millennials’ behavioural intention towards using social media and social media marketing and thereby their acceptance of them. This research reiterates that in today’s context it is imperative for brands to be present on social media networks that their customers are on if they want to influence the prospects of increasing brand awareness and build brands to achieve organizational success.