

Real Talk or Posed Shots? Unpacking Gen Zs Reaction to Candid vs. Non-Candid Brand Posts on BeReal

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Generation Z (Gen Z) has lately been the focus of many studies, mainly due to its unique characteristics and preferences, particularly in social media and brand interactions. This paper aims to discuss constructs such as brand perception and explore brand attitudes, purchase intention, and the influence of candidness on these variables, to provide valuable insights for effective brand communication strategies tailored specifically to Gen Zs and via a trending social media platform BeReal. An understanding of this is crucial for marketers as they seek to establish authentic connections with this tech-savvy audience.

Keywords: BeReal; candid; GenZ; brand perception; attitudes; purchase intention