

A Study on the Impact of Influencer's Marketing on Gen Z's Purchase Decision

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Abstract

This study investigates the influence of influencer marketing on Generation Z's (Gen Z) purchase decisions. With the rise of social media platforms, influencers have become powerful agents in shaping consumer behaviour, particularly among the younger demographic. Through surveys and data analysis, this research explores the extent to which influencer marketing affects Gen Z's buying behaviour, and the factors that contribute to their decision-making process.

This study also explores the impact of influencer marketing on Generation Z's purchase decisions, examining how social media personalities affect consumer behavior within this digitally native demographic. With the rise of platforms like Instagram, TikTok, and YouTube, influencers have become key players in shaping brand perceptions and driving purchasing intent. The research investigates the credibility, relatability, and engagement strategies of influencers, analyzing their role in building trust and influencing brand loyalty among Gen Z. Findings suggest that influencer marketing significantly affects Gen Z's buying choices, particularly when content is perceived as authentic and aligns with personal values, highlighting the growing importance of influencer-brand partnerships in modern marketing strategies.

Key Words: Influencer marketing, Generation Z, social media, Purchase decision, Authenticity, Trust, Engagement, Brand Influence

Introduction

- Generation Z, commonly abbreviated as Gen Z, is the demographic cohort succeeding Millennials and preceding Generation Alpha. They are typically defined as individuals born between the mid-to-late 1990s and the early 2010s. Gen Z grew up in a digital era, being highly familiar with technology such as smartphones, social media, and the internet from a young age. They are known for their diversity, open-mindedness, and concern for social and environmental issues.
- Social media refers to online platforms and websites that enable users to create, share and exchange content with others in virtual communities and networks. These platforms often allow users to connect with their friends, family, as well as discover and engage with content from individuals, organisation, and businesses around the world.
- Some popular social media platforms are Instagram, Facebook, Snapchat, twitter, TikTok, YouTube, etc.
- Influencer marketing is the type of marketing strategy where brands collaborate with individuals who have a significant following and influence on social media platforms to promote their products or services. These individuals, known as influencers, typically have a loyal and engaged audience in a specific niche or industry. It can take various forms, including sponsored posts, product reviews, brand endorsements, and affiliate partnerships. It has become increasingly popular due to its effectiveness in reaching consumers in a more organic and relatable way compared to traditional advertising methods.
- **Some famous influencers-** Bhuvan Bam, Ashish Chanchlani, Prajakta Koli, Kusha Kapila, Gaurav Taneja, etc.

- The relationship between Gen Z, social media, and influencer marketing is symbiotic. Gen Z's presence on social media platforms provides the audience and engagement necessary for influencer marketing to thrive. In turn, influencers create content that resonates with Gen Z's interests and values, leveraging their influence to drive engagement, brand awareness, and purchasing decisions among this demographic.
- In recent years, influencer marketing has emerged as a dominant force in the realm of advertising, especially in targeting younger consumers. Generation Z, born between the mid 1990s and early 2000s, represents a significant market segment characterised by their digital savvy and reliance on social media platforms for information and entertainment.

This study aims to delve into the impact of influencer marketing on Gen Z's purchase decisions, examining how influencers wield their influence and the implications for brands seeking to engage with this demographic.

Objectives

- To assess the level of exposure of Gen Z to influencer marketing on social media platforms.
- To analyze the factors that influence Gen Z's trust and engagement with influencers.
- To investigate the correlation between influencer recommendations and Gen Z's purchasing behaviour.
- To explore the effectiveness of different types of influencer content (e.g., sponsored posts, product reviews) in influencing Gen Z's purchasing decisions.

Research Methodology

This research incorporates quantitative and qualitative methods of the study. Research data will be collected through a self-structured questionnaire. Sample sizes would be approximately 50-60. The research was conducted based on a sample size of respondents. **Primary Data** was collected through questionnaire's personal interaction with Gen Zs. Further **Secondary Data** such as the Internet, Research Papers, as well as Marketing Books.

- **Research Approach:**

Quantitative research method was adopted to gather measurable data.

- **Sampling Method:**

Convenience sampling was used to target active Gen Z social media users.

- **Target Population:**

Individuals aged 18–26, representing Generation Z.

- **Data Collection Tool:**

Structured online questionnaire distributed via social media platforms (Instagram, WhatsApp, Email).

- **Questionnaire Design:**

Included closed-ended questions and Likert-scale items focusing on influencer credibility, engagement, trust, and purchase behavior.

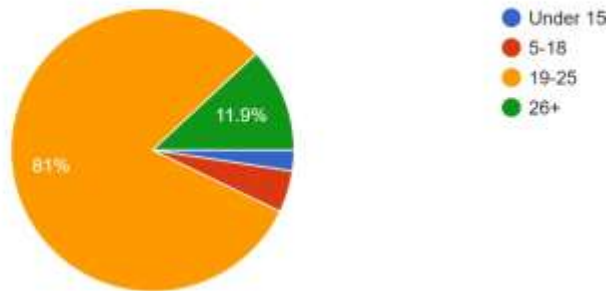
- **Sample Size:**

A total of 35-40 valid responses were collected over a week period.

Data Analysis

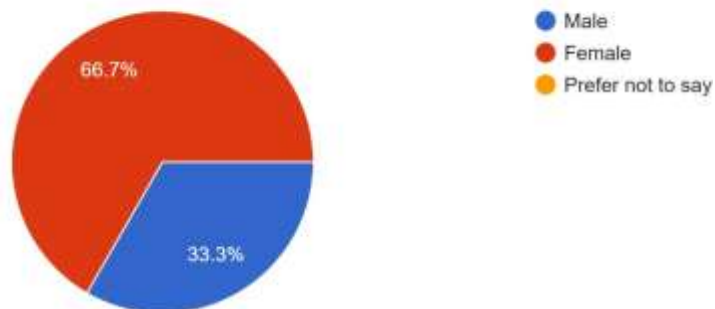
Age

42 responses



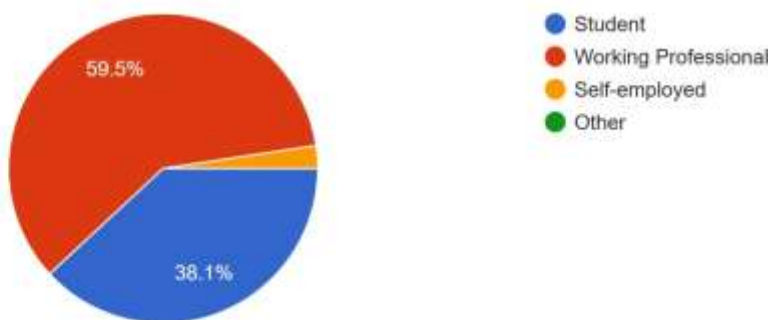
Gender

42 responses



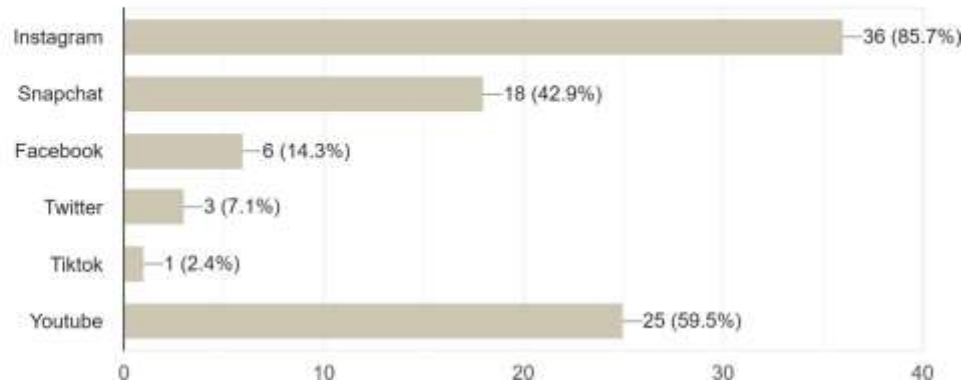
Occupation

42 responses



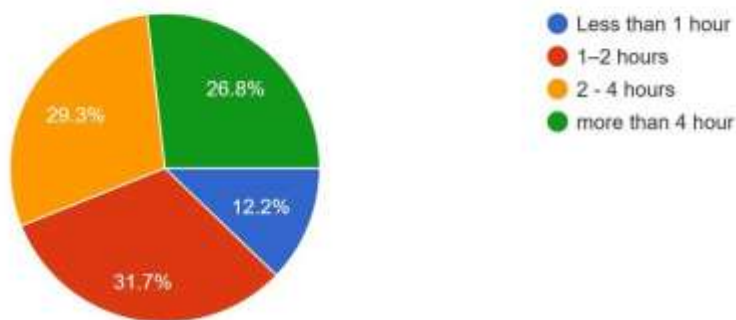
Which social media platforms do you use regularly? (Select all that apply)

42 responses



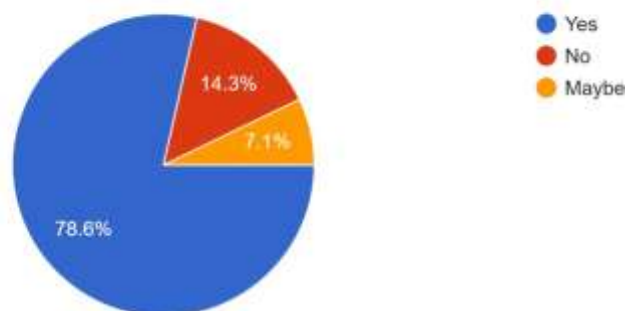
How much time do you spend on social media daily?

41 responses



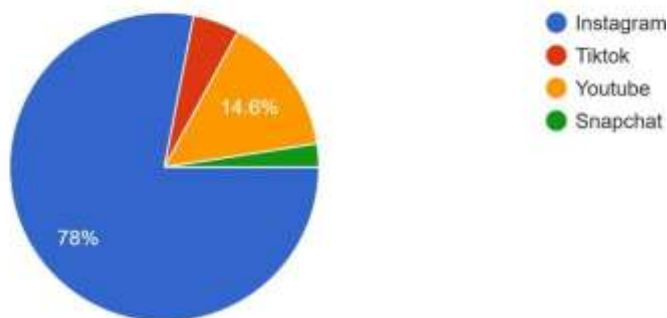
Do you follow any social media influencers?

42 responses



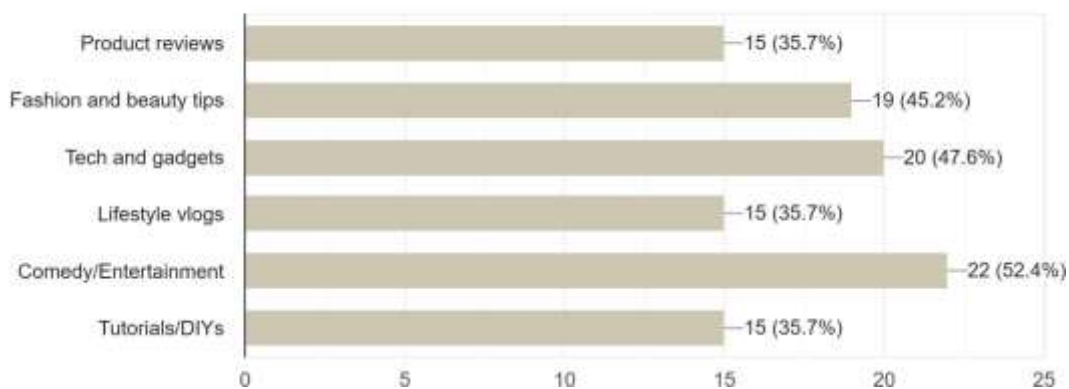
On which platform do you mostly follow influencers?

41 responses



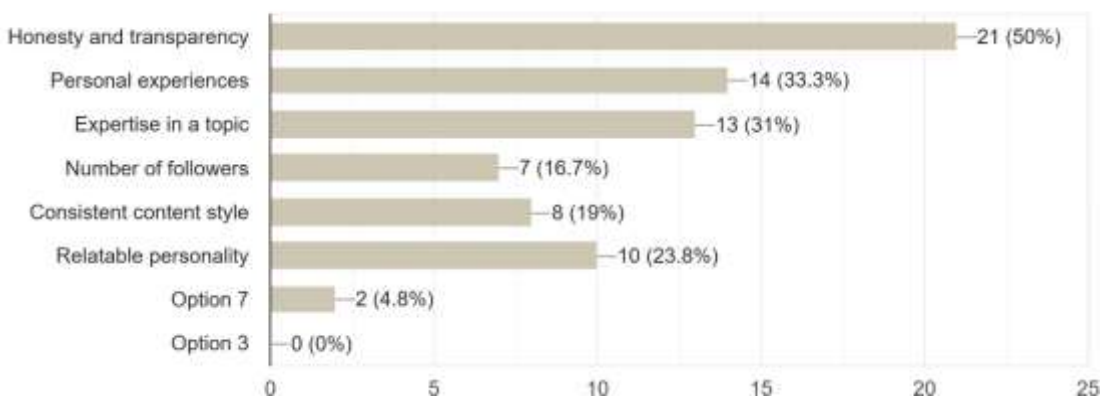
What type of content do you like from influencers? (Select all that apply)

42 responses



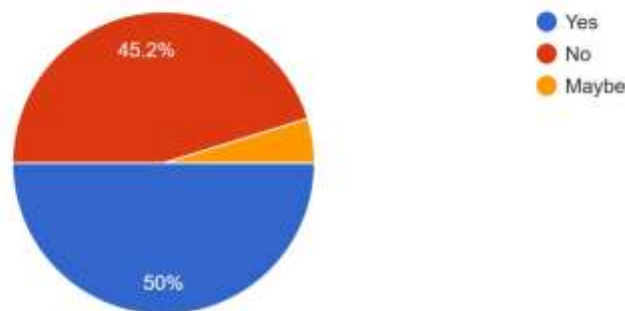
What makes you trust an influencer? (Select all that apply)

42 responses



Have you ever bought a product because an influencer recommended it?

42 responses



Findings

- **Exposure to Influencer Marketing:** The majority of Generation Z individuals are exposed to influencer marketing on a daily basis, primarily through social media platforms such as Instagram YouTube, etc.
- **Factors Influencing Trust:** Authenticity and relatability are key factors that drive Gen Z's trust in influencers.
- **Influence on purchase decision:** Influencer recommendation have a significant impact on Gen Z' s purchasing decision. A considerable portion of respondents admitted to making purchases based on influencers endorsement. **Engagement Frequency:** Gen Z engages with influencers content frequently, indicating a high level of interaction and interest in the content posted by the influencer.
- **Brand Perception:** Influencer marketing can significantly shape Gen Z's perception of brands, with positive associations created through influencer endorsements leading to increased brand affinity and loyalty.

Conclusion

Influencer marketing holds substantial sway over Gen Z's purchase decisions, offering brands a powerful avenue to connect with this demographic. However, authenticity and relevance are paramount in effectively engaging Gen Z consumers. Brands must carefully select influencers who resonate with their target audience and craft authentic content that aligns with Gen Z's values and interest. As Gen Z continues to shape the future of consumer behaviour, understanding the dynamics of influencer marketing is crucial for brands seeking to thrive in the digital landscape.

Overall, influencer marketing is deeply effective with Gen Z, but its success hinges on trust, authenticity, and precision in tracking. Brands must balance transparency with relatability, prioritize micro and macro tier influencers for different campaign goals, and develop robust attribution models to capture the true value of cross-platform engagement. With the right approach, influencer marketing can not only drive conversions but also foster long-term brand loyalty among Gen Z consumers.

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Books:

- **Influencer: Building Your Personal Brand in the Age of Social Media”**

By Brittany Hennessy

- **“The Age of Influence: The Power of Influencers to Elevate Your Brand”**

By Neal Schaffer

- **Gen Z @ Work: How the Next Generation Is Transforming the Workplace”**

By David Stillman & Jonah Stillman