

Impact Of Influencer Marketing on Gen-Z Purchase Decision

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How to Cite This Article

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Introduction

The rapid growth of social media has changed how brands communicate with consumers. Influencer marketing, which involves collaboration between brands and social media personalities, has become one of the most effective digital marketing strategies. Unlike traditional advertising, influencer marketing relies on authenticity, relatability, and personal engagement. Influencers share their experiences, opinions, and product recommendations, which their followers view as more genuine. Generation Z, being digitally native, spends a significant amount of time on platforms like Instagram and YouTube. Their purchasing decisions are heavily influenced by online content, peer opinions, and influencer recommendations. This study provides empirical evidence on the influence of social media influencers on Gen Z consumer behavior.

Literature Review

In existing research by Dayawati Yadav and Akshita Jain (2023), Ruchi Sinha and Neha Verma (2022), and Kriti Sharma (2021), it is clearly shown that influencer marketing has a big impact on the buying decisions of Gen Z. Many studies show that platforms like Instagram and YouTube play an important role in influencing the younger generation. Djafarova and Rushworth (2017) said that users' trust in influencers depends on factors like their credibility, authenticity, and how much they engage with their audience. In the research by Umair Manzoor et al. (2020) and Sokolova and Kefi (2020), instead of using traditional ads, influencers are shown through real-life experiences. This makes people take them more seriously. So Gen Z tends to follow influencers more than celebrities. This is because they feel influencers have a better connection and are more relatable. Sudha and Sheena (2017) also got the same results. Gen Z feels very real, and the participants have a deep connection and understanding of these things. Influencers, especially in fashion, beauty, and lifestyle, play a big role in that. According to Singh and Verma (2021), micro-influencers are more effective at influencing buying decisions.

However, these studies provide useful information, but there are still some weaknesses in the research. Most research is only done in certain cities or specific industries. So it is not shown for all Gen Z in India. Some studies only look at awareness and trust. But it doesn't clearly explain how much of the purchase rate is driven by influencer marketing. There is also no limited comparison between platforms such as YouTube and Instagram and how much each one influences a person's buying decision. So, it requires a more detailed study that doesn't just focus on awareness and trust, but also measures how effective influencer marketing actually is in influencing purchase decisions, using proper data analysis.

Goals Of the Study

- To look into how influencer marketing affects Gen Z's buying choices
- To look at how Instagram and YouTube affect how people shop
- To find important factors like trust, authenticity, and engagement

How The Research Was Done

- This study is based on numbers and descriptions. The information was gathered from people who filled out a Google Forms questionnaire.
- Sample Size: 157 people replied
- Sampling Method: People were chosen easily (convenience) and through references (snowball).
- We used percentage, correlation, and regression methods to analyze the data.

Data Analysis and Results

The analysis reveals that approximately 75% of respondents actively use social media, indicating high exposure to influencer content. Instagram and YouTube emerged as the most influential platforms. Around 71% of respondents reported making purchases based on influencer recommendations, demonstrating a strong behavioral impact. Fashion, beauty, and technology products were the most influenced categories. The correlation analysis indicated a positive relationship between influencer marketing and purchase decisions. Regression analysis further confirmed that factors such as authenticity and credibility significantly influence buying behavior. Based on the results, the null hypothesis is rejected, and the alternative hypothesis is accepted.

Table 1. Demographic Profile and Social Media Usage of Respondents

Category	Sub-Category	Percentage
Age	22–25 years	52%
	Above 25 years	26%

	19–21 years	18%
	16–18 years	4%
Gender	Male	50%
	Female	48%
	Others	2%
Social Media Usage	Active Users	75%
	Not Active	25%

Demographic Distribution (Age Groups)

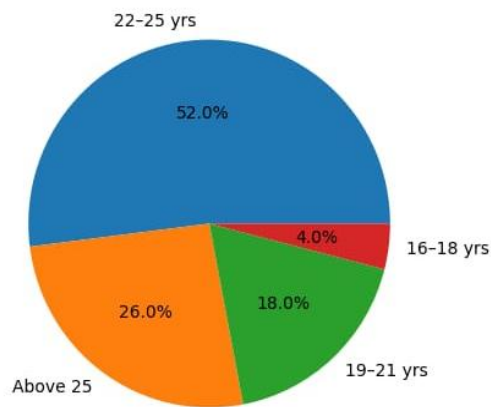


Fig. 1. Demographic Distribution of Respondents by Age Group

Interpretation: This pie chart shows that most respondents are in the 22–25 age group, representing active Gen Z users. The gender distribution is nearly equal, leading to unbiased results. About 75% of respondents actively use social media, indicating that Gen Z spends a lot of time online. This clearly shows that the sample is relevant for studying influencer marketing since these users regularly see influencer content on platforms like Instagram and YouTube.

Table 2. Purchase Decisions, Trust Levels, and Influencing Factors Among Respondents

Category	Sub-Category	Percentage
Purchase Decision	Purchased	71%
	Not Purchased	29%
Trust Level	Rating (3–4 out of 5)	Majority Response
Factors Influencing Purchase	Authenticity & Honesty	33%
	Product Proof	25%
	Content Quality	20%
Product Categories	Beauty & Skincare	32%
	Fashion	28%
	Gadgets	20%

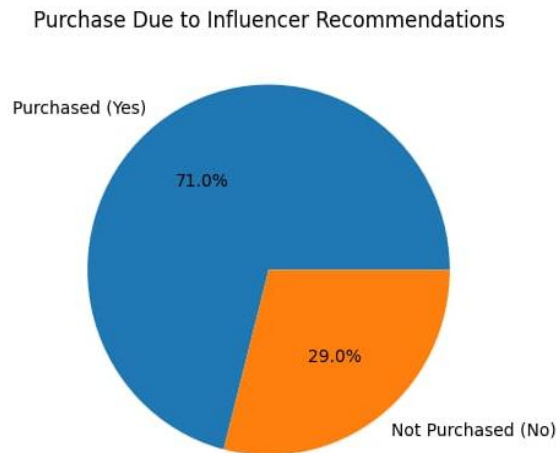


Fig. 2. Influence of Influencer Recommendations on Consumer Purchase Decisions

Interpretation: This pie chart shows that 71% of respondents have bought products due to influencer recommendations, demonstrating a strong influence on buying behavior. The most important factor for purchases is authenticity, followed by product proof and content quality. This means Gen Z trusts influencers who provide genuine and clear reviews.

Additionally, products like fashion, beauty, and gadgets are most influenced because they can be visually showcased. Overall, influencer marketing plays a major role in shaping purchase decisions.

Findings

- It was observed that Gen Z consumers spend a significant amount of time on social media platforms.
- Influencer marketing has a strong impact on their buying decisions.
- Factors like authenticity and trust play a very important role when they choose to follow or believe an influencer.
- Micro-influencers are often seen as more relatable and genuine compared to bigger influencers.
- Before making a purchase, most consumers prefer to check reviews or verify the information.

Conclusion

The study shows that influencer marketing significantly affects Gen Z consumers' purchase decisions. Authenticity, trust, and engagement are the main factors that make influencer marketing work. Social media platforms have become an essential way for brands and consumers to communicate, with influencers serving as a link between them. For businesses aiming at Gen Z, using influencer marketing can boost engagement, build trust, and improve overall conversion rates.

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