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RESEARCH ARTICLE OPEN ACCESS

A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers

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ABSTRACT

Influencer marketing has become an important marketing strategy in the digital era, particularly among Generation Z (Gen Z), who actively use social media platforms such as Instagram, YouTube, and Facebook. Influencers play a significant role in shaping consumer preferences, creating brand awareness, and influencing purchasing decisions through product reviews, recommendations, and promotional content. This study aims to examine the influence of influencer marketing on the buying behaviour of Gen Z consumers. It focuses on understanding how factors such as influencer credibility, attractiveness, trustworthiness, content quality, and followers' engagement affect consumer purchasing decisions. The study also explores the role of social media platforms in creating awareness about products and services and encouraging consumers to make purchase decisions. The research uses primary data collected through a structured questionnaire to understand the opinions and preferences of Gen Z consumers regarding influencer marketing. The findings of the study are expected to provide insights into the effectiveness of influencer marketing and help businesses develop suitable marketing strategies to attract young consumers. This study highlights the growing importance of influencer marketing in understanding and influencing the buying behaviour of Generation Z.

Keywords: Influencer Marketing, Consumer Buying Behaviour, Generation Z, Social Media, Purchase Decisions, Brand Awareness.

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INTRODUCTION

Influencer marketing has emerged as an important digital marketing strategy in the modern business environment. The rapid growth of social media platforms has significantly changed the way consumers discover, evaluate, and purchase products and services. Influencers are individuals who have established credibility, expertise, popularity, or a strong relationship with their followers through platforms such as Instagram, YouTube, Facebook, and other social media channels. They promote products and services through reviews, recommendations, demonstrations, and sponsored content. Influencer marketing enables brands to communicate with consumers in a more personalized, engaging, and interactive manner. Generation Z (Gen Z) represents a significant group of digitally connected consumers who actively use social media and are frequently exposed to online content and product recommendations. Influencers may affect consumers' awareness, perceptions, attitudes, and purchase intentions towards different brands. Factors such as credibility, expertise, trustworthiness, attractiveness, authenticity, and content quality can influence how consumers respond to influencer promotions.

Gen Z consumers often use social media to gather information and opinions before making purchasing decisions. The interaction between influencers and their followers may also create familiarity and a sense of social connection. Therefore, influencer marketing has become an important area of interest for businesses and researchers. Understanding consumer buying behaviour helps businesses develop suitable marketing strategies and effectively reach their target customers. The impact of influencer marketing may vary depending on the type of

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product, social media platform, and individual consumer characteristics. Hence, studying the influence of influencer marketing on the buying behaviour of Gen Z is highly relevant in the present digital environment. This study focuses on understanding how influencer marketing affects the purchasing decisions of Gen Z consumers and examines the major factors that influence their attitudes and buying intentions. Thus, the study aims to provide useful insights into the relationship between influencer marketing and Gen Z consumer buying behaviour.

BACKGROUND OF THE STUDY

Influencer marketing has emerged as an important strategy in modern marketing due to the rapid growth of social media and digital communication. Social media platforms such as Instagram, YouTube, and Facebook allow influencers to share their experiences, opinions, and recommendations about various products and services. These recommendations can influence consumers' attitudes, preferences, and purchasing decisions. Generation Z (Gen Z), which consists of individuals born approximately between 1997 and 2012, is highly connected to digital technology and social media. They often rely on online reviews, influencer recommendations, and digital content when making purchasing decisions. Influencers help brands reach young consumers by creating engaging content and building trust with their followers. However, the impact of influencer marketing may vary depending on factors such as credibility, attractiveness, authenticity, and the quality of promotional content. Therefore, this study aims to examine the influence of influencer marketing on consumer buying behaviour, with special reference to Gen Z. The study seeks to understand how influencer recommendations affect product awareness, brand preferences, and purchase decisions among Gen Z consumers. The findings may help businesses and marketers understand consumer preferences and develop effective influencer marketing strategies to reach the younger generation.

STATEMENT OF THR PROBLEM

The rapid growth of social media has significantly changed the way brands communicate with consumers, and influencer marketing has become an important promotional tool. Gen Z consumers are highly exposed to social media influencers and their product recommendations, reviews, and promotional content. While influencer marketing can create awareness and encourage consumers to consider products, the increasing amount of sponsored and promotional content may also raise concerns about authenticity, credibility, and trust. Consumers may find it difficult to distinguish between genuine recommendations and paid promotions. Differences in the credibility of influencers, quality of content, transparency, and consumer trust may influence their purchasing decisions. Therefore, there is a need to understand how influencer marketing affects the buying behaviour of Gen Z consumers and to identify the major factors that influence their purchase intentions. The study aims to examine these aspects and provide useful insights into the relationship between influencer marketing and Gen Z consumer buying behaviour.

NEED FOR THE STUDY

The rapid growth of social media has made influencer marketing an important tool for promoting products and services. Generation Z (Gen Z) consumers are highly active on social media platforms such as Instagram, YouTube, and Facebook, where influencers play a significant role in shaping their opinions and purchasing decisions. Therefore, it is necessary to study how influencer recommendations, credibility, trustworthiness, and content quality influence the buying behaviour of Gen Z consumers. This study helps to understand the factors that attract young consumers towards particular brands and products. It also examines the role of influencer marketing in creating brand awareness, developing consumer trust, and encouraging purchase intentions. The findings of this study may help businesses and marketers design effective marketing strategies to reach Gen Z consumers and improve their purchasing engagement.

SCOPE OF THE STUDY

The study titled “A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers.”focuses on understanding how influencer marketing affects the buying behaviour of Generation Z consumers. The study examines the role of social media influencers in creating product awareness, shaping consumer

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attitudes, and influencing purchase decisions. It covers factors such as influencer credibility, authenticity, expertise, attractiveness, content quality, and trustworthiness. The study also considers how Gen Z consumers respond to influencer recommendations, product reviews, promotional content, and sponsored posts on social media platforms. The findings of the study may help businesses and marketers understand the expectations and preferences of Gen Z consumers and develop effective influencer marketing strategies.

OBJECTIVES OF THE STUDY

1. To examine the level of awareness of Gen Z towards influencer marketing.
2. To identify the key factors influencing Gen Z consumers through influencer marketing.
3. To evaluate the influence of influencers on the buying decisions of Gen Z consumers.
4. To determine the role of influencer credibility and content in consumer buying behaviour.
5. To understand the relationship between influencer marketing and the purchase intention of Gen Z consumers.

HYPOTHESIS OF THE STUDY

Title: "A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers."

1. H_0 (Null Hypothesis): There is no significant relationship between influencer marketing and the buying behaviour of Gen Z consumers.
2. H_1 (Alternative Hypothesis): There is a significant relationship between influencer marketing and the buying behaviour of Gen Z consumers.
3. H_0 (Null Hypothesis): Influencer credibility has no significant influence on the purchase decisions of Gen Z consumers.
4. H_1 (Alternative Hypothesis): Influencer credibility has a significant influence on the purchase decisions of Gen Z consumers.
5. H_0 (Null Hypothesis): Social media influencer recommendations have no significant impact on the brand preferences of Gen Z consumers.
6. H_1 (Alternative Hypothesis): Social media influencer recommendations have a significant impact on the brand preferences of Gen Z consumers.

RESEARCH METHODOLOGY

The research methodology explains the systematic process used to conduct the study titled . "A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers."

Research Design

The study adopts a descriptive research design, as it aims to describe and analyse the influence of influencer marketing on consumer buying behaviour among Gen Z consumers. The research design helps the researcher understand social media usage, influencer credibility, brand preferences, and the factors influencing purchase decisions.

Sources of Data

1. Primary Data

Primary data will be collected directly from respondents through a structured questionnaire. The questionnaire will gather information about social media usage, influencer credibility, product recommendations, brand awareness, and consumer buying behaviour.

2. Secondary Data

Secondary data will be collected from books, research journals, articles, websites, and previously published studies related to influencer marketing and consumer buying behaviour.

Sampling Design

The sampling design explains the method used to select respondents for the study.
Sample Size: 55 respondents.
Sampling Technique: Convenience sampling.
Sampling Unit: Generation Z consumers who use social media platforms.
Area of Study: To be specified based on the area covered by the research.

Tools for Data Analysis

The following statistical tools may be used to analyse the collected data.

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Percentage Analysis: To analyse the demographic characteristics and social media usage of respondents.
Chi-Square Test: To examine the association between selected categorical variables, such as gender and purchase decisions influenced by social media influencers.
Weighted Ranking Method: To rank the factors influencing Gen Z consumers' buying behaviour, such as influencer credibility, trustworthiness, content quality, and product recommendations.

Period of Study

The study will be conducted during September – October 2026
The study period will cover questionnaire preparation, data collection, data analysis, interpretation, and preparation of the final research report.

Limitations of the Study

1. Limited Sample Size: The study is based on 55 respondents, which may not represent all Gen Z consumers.
2. Geographical Limitation: The study is restricted to the selected geographical area.
3. Limited Awareness: Some respondents may have limited knowledge of influencer marketing and sponsored content.
4. Subjective Opinions: The findings are based on respondents' personal opinions and selfreported buying behaviour.

RESEARCH DESIGN

The research design of the study titled "A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers" is descriptive in nature. The study aims to understand how influencer marketing affects the purchasing decisions, brand preferences, and buying behaviour of Generation Z consumers. The study is based on both primary and secondary data. Primary data will be collected from Gen Z respondents through a structured questionnaire.

1. **Sources of Data**
The study uses both primary and secondary data to examine the influence of influencer marketing on consumer buying behaviour, with special reference to Gen Z. Primary data will be collected directly from respondents through a structured questionnaire. Secondary data will be collected from books, journals, research articles, websites, magazines, and previously published studies related to influencer marketing and consumer buying behaviour.

2. **Sampling Design**

The study adopts a convenient sampling method to collect data from Generation Z consumers. The respondents are selected based on their availability and willingness to participate in the study. The sample consists of Gen Z consumers who use social media platforms and are exposed to influencer marketing. The sample size will be determined based on the scope and requirements of the study.

3. **Data Collection Tool**

The data for this study was collected through a structured questionnaire using Google Forms. The questionnaire consists of 15 questions covering demographic details and influencer marketing's impact on Gen Z consumers' buying behaviour. A total of 55 responses were collected and used for data analysis and interpretation.

4. **Tools for Data Analysis**

The data collected through the questionnaire will be classified, tabulated, analysed, and interpreted using suitable statistical tools. The following tools will be used for data analysis:
Percentage Analysis: To analyse the demographic details and responses of the respondents.
Tables and Charts: To present the collected data in a simple and understandable manner.
Chi-square Test: To examine the association between selected variables, where appropriate.

5. **Period of Study**

The study will be conducted over a period of two months. This period will cover the preparation of the questionnaire, collection of primary data, collection of secondary data, analysis and interpretation of the collected information, and preparation of the final research report.

REVIEW OF LITERATURE (2021–2026)

1. **Kanaveedu & Kalapurackal (2022):** The study examined influencer marketing and consumer behaviour through a systematic literature review. It highlighted that influencer credibility,

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trust, and psychological factors play an important role in influencing consumers' purchase decisions.

2. **Bhardwaj et al. (2024):** The study reviewed the impact of social media influencers on consumer behaviour. It found that influencer authenticity, engagement, and communication help improve brand awareness and purchase intention.

3. **Kushwaha & Pushparaj (2024):** The study analysed factors influencing consumer decisions through influencer marketing. It identified trustworthiness, expertise, attractiveness, and content quality as important factors affecting consumer buying behaviour.

4. **Pan et al. (2025):** The study examined the relationship between influencer marketing and consumer purchasing decisions. It found that informative and entertaining content, along with influencer credibility, can positively influence purchase intention and actual buying behaviour.

5. **Aldlimi (2025):** The study focused on consumer engagement with social media influencers. It found that content quality, audience interaction, and influencer characteristics contribute to consumer engagement and positively influence purchase intentions.

THEORETICAL FRAMEWORK

Title: "A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers."

Source Credibility Theory explains that consumers are more likely to be influenced by individuals they consider trustworthy, knowledgeable, and credible. In influencer marketing, the credibility, expertise, attractiveness, and authenticity of influencers can affect the purchasing decisions of Gen Z consumers.

The S-O-R Model explains how external marketing stimuli influence consumers' internal feelings and thoughts, which then lead to behavioural responses. Social media advertisements, influencer recommendations, and promotional content act as stimuli. Consumers' trust, attitudes, and interest represent their internal responses, while purchase intention and actual buying behaviour represent the final outcomes.

DATA ANALYSIS AND INTERPRETATION

Table No.4.1- Overall demographic distribution of respondents

Variables	Category	No of respondents (Frequency)	Percentage %
Gender	Male	34	60
	Female	21	40
Education	Higher secondary	4	8
	Undergraduate	15	24
	Postgraduate	19	34
	Other	17	34
Monthly income	Below 5000	14	28
	5001 - 10000	6	12
	10001-20000	18	36
	Above 20000	17	24
Total		55	100

Interpretation:

The table shows that out of 55 respondents, the majority 61.8% are male. Regarding education, 34.5% are postgraduates. In terms of monthly income, the highest proportion (32.7%) earns between ₹10,001 and ₹20,000. The findings indicate that most respondents are young adults, predominantly male, with postgraduate education and a monthly income of ₹10,001–₹20,000.

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Table No. 4.2 – Overall Factor Satisfaction

Factors	SA (%)	A (%)	N (%)	D (%)	SD (%)	Mean Score
Brand Perception Influence (Q15)	22.81	31.58	24.56	8.77	12.28	3.44
Product & Brand Awareness (Q8)	8.77	38.60	24.56	22.81	5.26	3.23
Attractive Content Interest (Q13)	17.54	22.81	35.09	14.04	10.53	3.23
Pre-Purchase Review Utility (Q14)	8.77	40.35	21.05	15.79	14.04	3.14
Regular Influencer Followership (Q6)	17.54	14.04	33.33	24.56	10.53	3.04
Promotional Content Frequency (Q7)	7.02	24.56	40.35	21.05	7.02	3.04
Product Information Source (Q9)	8.77	33.33	26.32	15.79	15.79	3.04
Influencer Credibility Impact (Q11)	10.53	28.07	29.82	15.79	15.79	3.02
Domain Expertise Trust (Q12)	7.02	35.09	14.04	33.33	10.53	2.95
Honest Opinion Trust (Q10)	12.28	17.54	28.07	22.81	19.30	2.81

Overall Interpretation:

It is found from Table No. 4.2 that the majority of respondents fall under the "Agree" and "Neutral" categories across overall perception factors, indicating a moderate overall positive perception. Among all variables, Brand Perception Influence (Q15) has the highest mean score (3.44), showing that it is the most influential aspect for customers. This is followed by Product/Brand Awareness (Q8) and Attractive Content Interest (Q13), both registering a mean score of 3.23, indicating strong engagement in core marketing attributes. Pre-purchase review utility (3.14) also shows good levels of agreement, suggesting that customers perceive influencer reviews as helpful during buying decisions. However, domain expertise trust (2.95) and trust in honest opinions (2.81) have comparatively lower mean scores, indicating moderate scepticism and highlighting areas that require transparency improvement. Overall, the findings indicate that respondents are positively impacted by the functional and visual aspects of influencer marketing, while trust and credibility-related factors need further attention.

Table No. 4.3 – Overall Ranking of Factors Influencing Purchase Decision

Factors	Rank 1 (5)	Rank 2 (4)	Rank 3 (3)	Rank 4 (2)	Rank 5 (1)	Total Score	Rank
Brand Perception (Q15)	13	18	14	5	7	196	I
Brand Awareness (Q8)	5	22	14	13	3	184	II
Engaging Content (Q13)	10	13	20	8	6	184	III
Review Utility (Q14)	5	23	12	9	8	179	IV
Regular Followership (Q6)	10	8	19	14	6	173	V
Promotional Exposure (Q7)	4	14	23	12	4	173	VI
Info Source (Q9)	5	19	15	9	9	173	VII

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Influencer Credibility (Q11)	6	16	17	9	9	172	VIII
Domain Expertise (Q12)	4	20	8	19	6	168	IX
Honest Opinion Trust (Q10)	7	10	16	13	11	160	X

Method Used: Weighted Ranking Method **Weights assigned to ranks:**

- Rank 1 (Strongly Agree) = 5 points
- Rank 2 (Agree) = 4 points
- Rank 3 (Neutral) = 3 points
- Rank 4 (Disagree) = 2 points
- Rank 5 (Strongly Disagree) = 1 point

Total score is calculated by multiplying the number of responses with respective weights.

Interpretation:

It is found from Table No. 4.3 that Brand Perception (Q15) has secured the first rank with the highest total score of 196, indicating that it is the most important factor influencing brand impression during consumer decision-making. Brand Awareness (Q8) and Engaging Content (Q13) are ranked second and third with a score of 184, showing that visual appeal and discovering new brands are major considerations for consumers. Review Utility (Q14) holds the fourth rank with a score of 179, indicating the importance of pre-purchase research. Domain Expertise (Q12) is ranked ninth with a score of 168, and Honest Opinion Trust (Q10) is ranked tenth with the lowest score of 160, indicating that consumers give lower priority/trust to perceived influencer honesty compared to brand messaging and content appeal.

FINDINGS OF THE STUDY

- The study focuses on understanding the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers. The study indicates that social media plays an important role in introducing Gen Z consumers to new products and brands.
- Instagram and YouTube are important platforms through which consumers encounter influencer promotions. Influencer recommendations can increase awareness of products and services among young consumers. Influencer credibility and expertise are important factors in shaping consumer trust.
- Authentic and trustworthy product reviews can positively influence consumers' purchase intentions. The quality and usefulness of influencer content can affect consumers' perceptions of promoted products.
- Brand awareness may increase when influencers regularly share relevant product information. Consumers may compare influencer recommendations with online reviews before making purchasing decisions.
- Attractive promotional content can capture consumers' attention, although attractiveness alone may not establish credibility. Influencer marketing can contribute to brand preference when the promoted products match consumers' interests.

SUGGESTIONS

- Based on the study, the following suggestions are offered to improve the effectiveness of influencer marketing among Gen Z consumers. Companies should select influencers who are trustworthy, knowledgeable, and credible.
- Influencers should provide honest opinions and genuine reviews about the products they promote. Brands should collaborate with influencers whose content and values match the products being advertised.
- Influencers should create informative, creative, and engaging content to attract Gen Z consumers. Companies should focus on the quality of promotional content rather than the number of posts.
- Influencers should clearly disclose paid partnerships and sponsored promotions. Brands should use popular social media platforms to reach their target audience effectively.
- Product demonstrations and practical reviews should be encouraged to help consumers make

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informed decisions. Companies should avoid excessive promotional messages that may reduce audience interest.

CONCLUSION

"A Study on the Impact of Social Media Influencer Marketing on the Buying Behaviour of GenZ Consumers" highlights the growing importance of social media in modern marketing. Influencers can help businesses create brand awareness, introduce new products, and shape consumer preferences. Factors such as influencer credibility, authenticity, content quality, and trust play an important role in influencing purchase intentions. Gen Z consumers may consider influencer recommendations while comparing products and making purchasing decisions. However, the effectiveness of influencer marketing depends on the relevance and reliability of the information shared. Excessive promotions and misleading claims may reduce consumer trust. Therefore, businesses should focus on genuine collaborations and meaningful communication with their target audience. Influencers should provide transparent and useful information to support informed purchasing decisions. Overall, influencer marketing offers valuable opportunities for businesses to connect with Gen Z consumers when it is implemented responsibly and effectively.

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Here are the references for the studies shown in your image, formatted for your project.

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