



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.

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

1. 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, organisations, 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.

2. OBJECTIVES

- To assess the level of exposure of Gen Z to influencer marketing on social media platforms.
- To analyse 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.

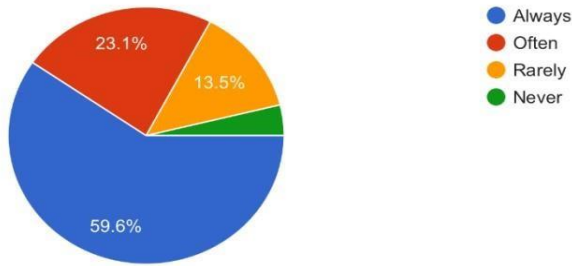
3. RESEARCH METHODOLOGY

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.

4. DATA ANALYSIS

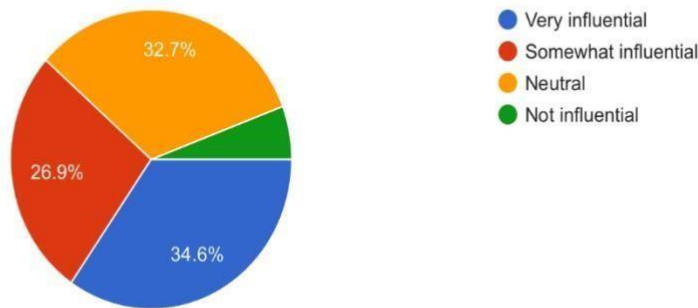
25. When an influencer promotes a product , how likely are you to conduct additional research or seek out other reviews before making a purchase ?

52 responses



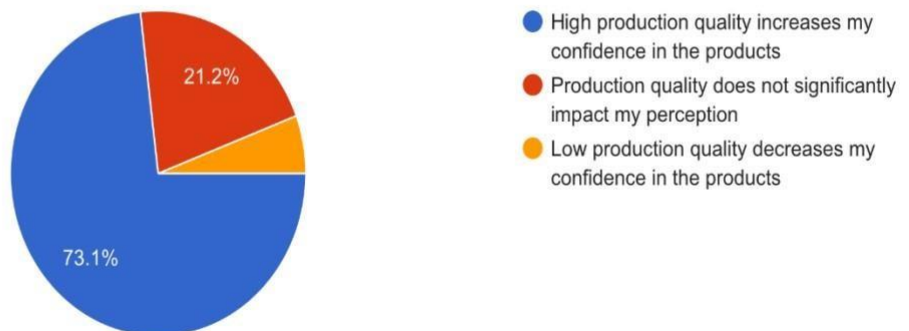
7. How influential do you find influencers in shaping your purchase decision ?

52 responses



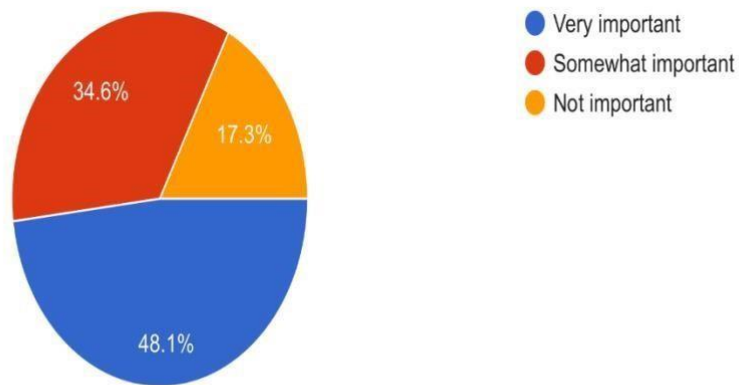
20. How does the production quality of an influencers content impact your perception of the products they promote ?

52 responses



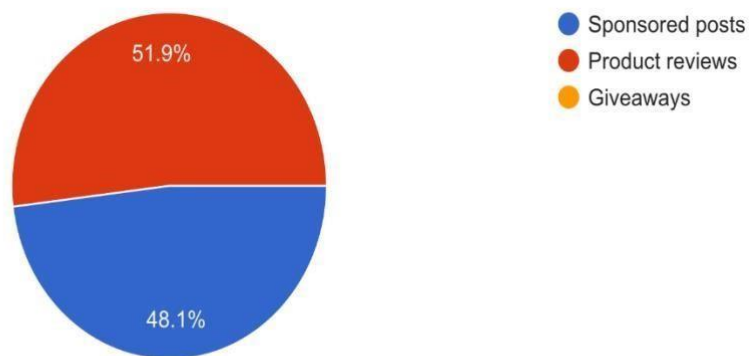
8. How important is the number of followers an influencer has in influencing your decision ?

52 responses



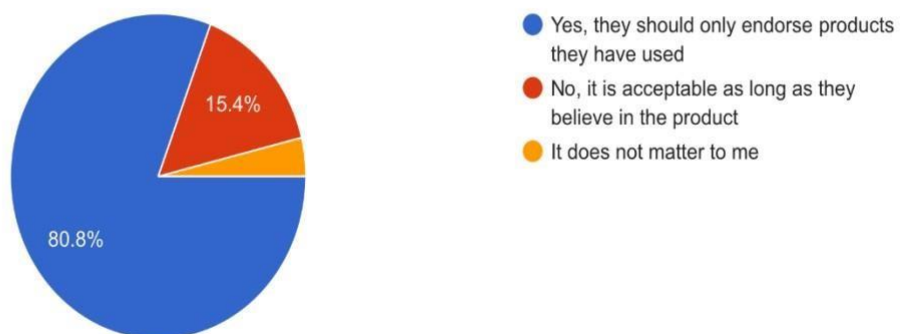
14. How do you discover new product or brands through influencers ?

52 responses



15. In your opinion, Should influencers only promote products they have personally used and tested ?

52 responses



5. 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.

6. 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.

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