

A Study on the Effectiveness of Influencer Marketing on Buying Decisions of Gen-Z

By

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1.1 INTRODUCTION:

Influencer marketing is a marketing technique that involves a brand working with a social media influencer to promote a product or service. Influencers are individuals or organizations having a significant following and the potential to affect their audience's behaviour.

Influencer marketing is one of the most successful forms of digital marketing, making it an important resource for marketers to use. It is based on customers' trust in the influencers they see and follow online. When an influencer promotes a product or service, customers are more likely to assume that it is something they would use themselves since they regard influencers as reputable sources. Businesses collaborate with influencers because it allows marketing personnel to target their audience, who are more likely to purchase the things they promote, thereby expanding the company's existing client base.

What is Influencer marketing all about?

Influencer marketing is a kind of advertising where companies work with people who have a following to promote their brand more widely. Businesses could ask an individual with a sizable fan base to post social media advertisements for their goods or services.

1.2 OBJECTIVES OF THE STUDY:

1. To understand the rise of Influencer Marketing.
2. To study the buying pattern of Gen-Z.
3. To explore the impact of buying decisions of Gen-Z.
4. To study the role of Influencer in shaping lifestyle trends among youngsters.

1.3 SAMPLE SIZE:

The sample for the study is selected with the help of convenience and snowball method of sampling.

AGE GROUP	MALE	FEMALE	TOTAL
12-16 years	10	10	20
17-21 years	10	10	20
21-27 years	10	10	20
TOTAL	30	30	60

1.4 DATA ANALYSIS:

The collected data will be analysed with descriptive frequency analysis. Further it will be presented in the form of charts and graphs to make it more explanatory.

1.5 HYPOTHESIS:

The hypothesis developed for the research are as follows:

Null Hypothesis (H₀) – There is no significant association between influencer marketing on buying decision of Gen-Z.

Alternative Hypothesis (H₁) – There is significant association between influencer marketing on buying decision of Gen-Z.

1.6 LITERATURE REVIEW:

¹Role of social media platforms in Influencer Marketing-

The cornerstone of influencer marketing is social media, which acts as a playground for influencers to engage with their followers and for brands to build up themselves. Every

¹ Unknown, U. (n.d.). Influencer marketing case studies. In *Unknown*.
<https://cdn2.hubspot.net/hubfs/505330/Influencer-Marketing-5-Case-Studies-Ebook.pdf>.

platform has an individual character and set of characteristics which appeal to various audiences and kinds of content.

Instagram:

Visual Focus: Instagram's visual dimension makes it an effective instrument for promoting products as well as lifestyles because it is a visual centric platform. Influencers can easily showcase products when they have access to high quality images and captivating visuals.

YouTube:

YouTube is a highly prominent medium for video content, permitting influencers to provide lifestyle, lesson, and comprehensive evaluations. Longer-form content is embraced by the platform, which is beneficial for brands trying to gain authority and trust

YouTube fosters a sense of belonging through facilitating high levels of viewer engagement through likes, comments, and subscriptions.

TikTok:

Short-Form Videos: TikTok is well-known to generate interesting, short-form videos, which makes it perfect for viral advertising campaigns and trends.

Potential for Viral Content: The platform's advertising algorithm is built to encourage viral content, which makes it an effective means of getting in front of a large audience.

Twitter:

Real-Time Updates: As Twitter serves real-time updates and news, it's ideal for brands that seek to engage in debates and remain current. **Influencer Marketing:** Although influencers can rapidly convey their thoughts and suggestions on Twitter, it's a good medium for influencer marketing. **Hashtag Campaigns:** On Twitter, hashtags help to organize conversations and campaigns.

Facebook:

Broad Reach: Facebook is a helpful instrument for reaching a broad demographic because of its enormous number of users. **Building Communities:** Facebook enables the emergence of communities and groups, which reinforces the bonds between creators and their followers.

Pinterest:

Visual Discovery: Influencers can create visually appealing boards on Pinterest, a visual discovery platform, to highlight various products. It provides users looking for lifestyle inspiration with ideas. Linkable Content: Influencers can use Pinterest to effectively drive traffic and conversion by including links to external websites in their posts.

Influence of Influencers on Gen Z-

(Riddhi Rao, 2024)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. 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, organizations, and businesses around the world. Some popular social media platforms are Instagram, Facebook, Snapchat, twitter, TikTok.²

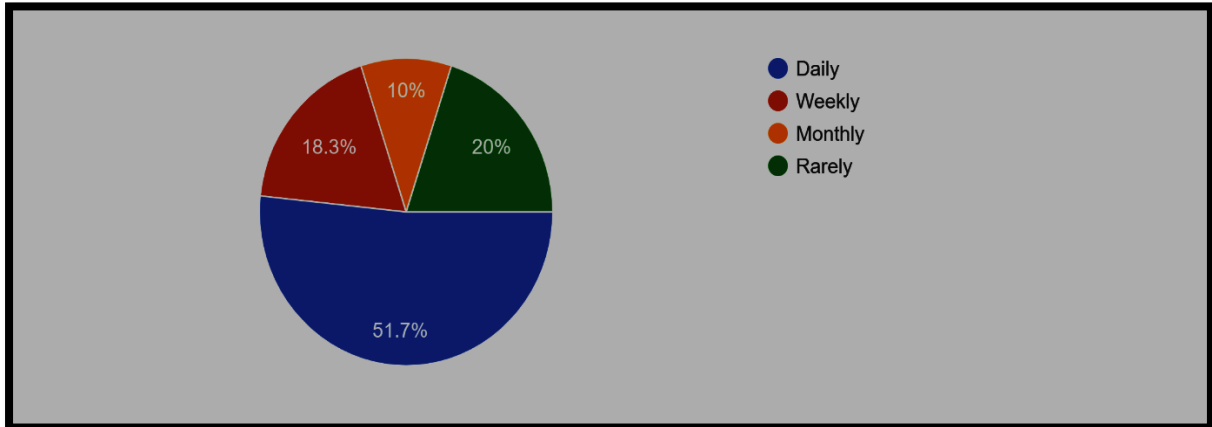
(Suvarsha, 2024)Influencer marketing is the act of recruiting and motivating social media personalities to engage their followers for the purpose to promote an enterprise's offer. Corporations employ individuals, entities, or virtual selves to perform services. Influencers increase their circle of followers via online platforms like networking sites. The evidence presented demonstrates that influencer marketing is perceived as an achievable possibility and an exponentially growing tactic for capturing new internet consumers. In particular, due to their proficiency with digital technology and fondness for use of social media, Generation Z are regarded as to be the ideal consumer category for influencer marketing.³

1.7 DATA ANALYSIS:

² Rao, R., Raghuvanshi, Dr. R., Amity Business School, & Amity University. (2024). A Study on the Impact of Influencer's Marketing on Gen Z's Purchase Decision [Journal-article]. *International Journal of Creative Research Thoughts (IJCRT)*, 12, 433–437. <https://ijcrt.org/papers/IJCRT24A3349.pdf>.

³ Bhattaru, S., & Suvarsha, G. (2024). The impact of influencer marketing on consumer purchasing decisions - a survey based analysis. In *International Journal of Marketing and Human Resource Management (IJMHRM)* (Vol. 15, Issue 1, pp. 14–20). <https://iaeme.com/Home/issue/IJMHRM?Volume=15&Issue=>.

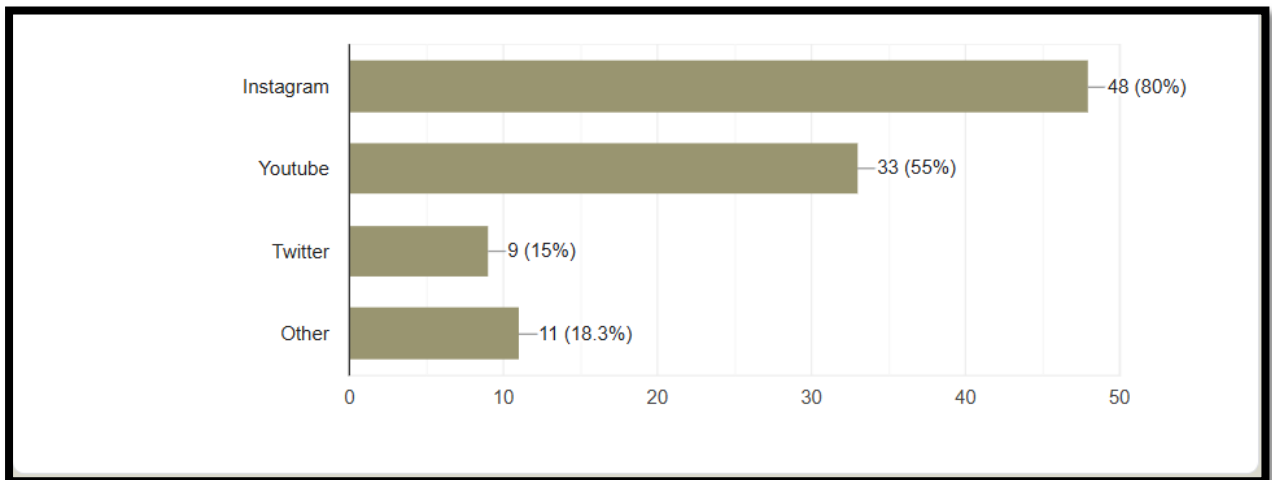
How often does Gen-z follow influencers?



Source: primary data collection 2025

Above Chart shows that 51.7 percent of the respondents follow social media influencers on a daily basis, 18.3 follow them weekly, 10 percent follow influencers monthly and 20 percent of the respondents follow influencers rarely.

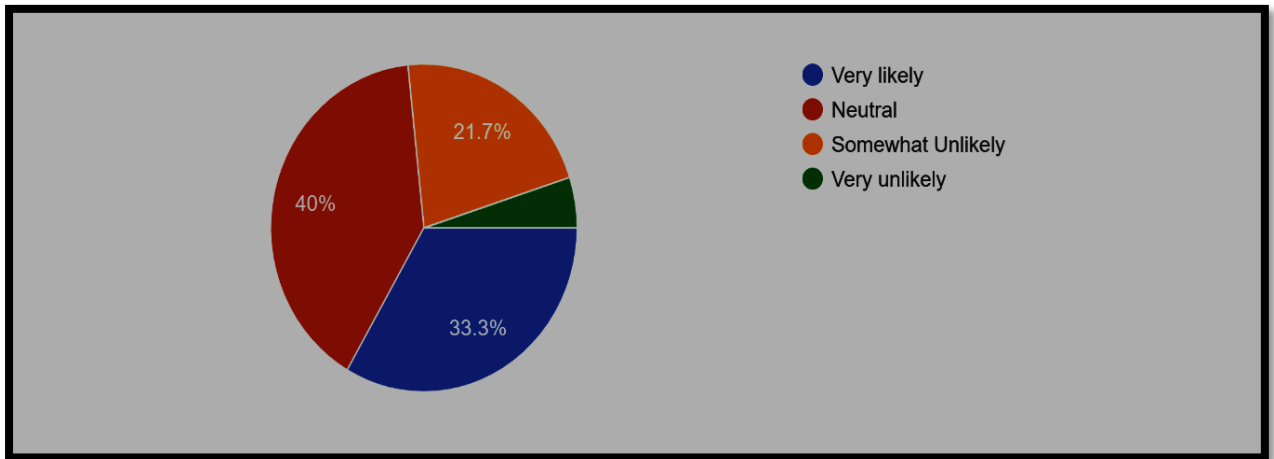
Platforms used to follow Influencers



Source: primary data collection 2025

Above Chart shows that 80 percent of the respondents use Instagram to follow their favourite influencer. 55 percent respondents use YouTube; 15 percent respondents use Twitter and 18.3 percent use other platforms to follow Influencers.

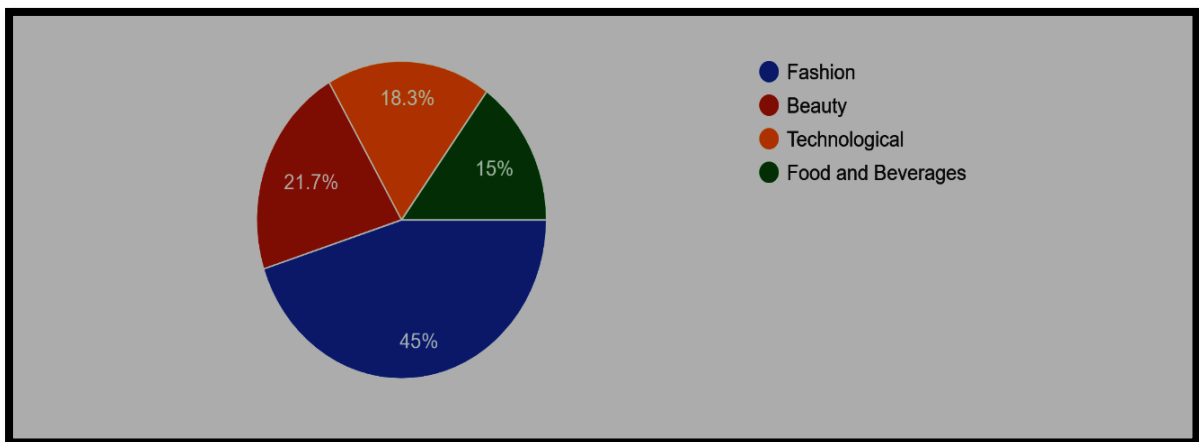
Purchasing products recommended by an influencer



Source: Primary Data Collection 2025

Above Chart shows that 33.3 percent of the respondents are very likely to purchase a product recommended by an influencer, 40 percent of the users have responded with neutral, 21.7 percent have responded with somewhat unlikely, however 5 percent of the respondents are very unlikely to purchase anything recommended by an Influencer.

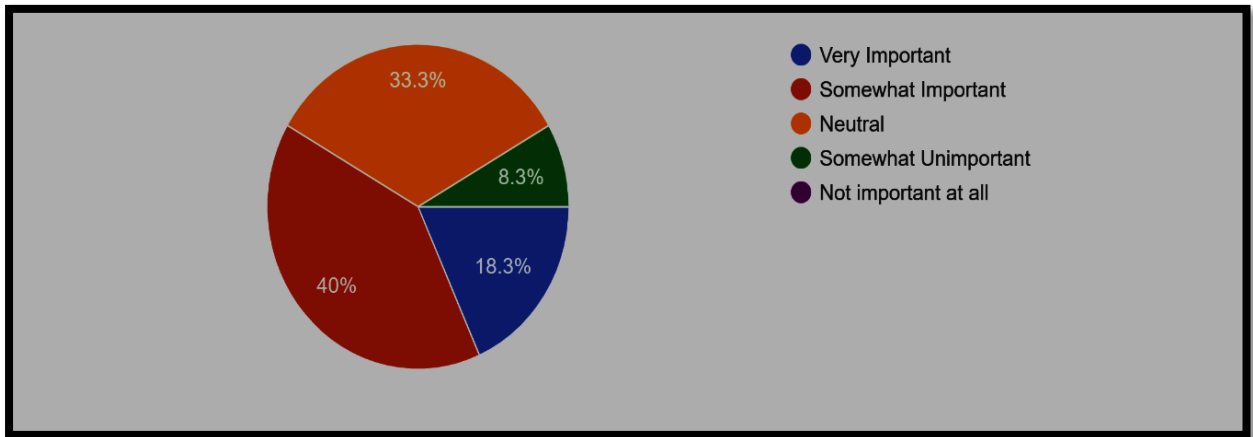
Type of products bought based on influencer recommendations



Source: Primary Data Collection 2025

Above Chart depicts that 45 percent of the respondents purchase fashion related products recommended by an influencer, 21.7 percent respondents purchase beauty related products such as skincare, makeup with 18.3 percent respondents purchasing tech related products while 15 percent respondents purchasing food and beverages.

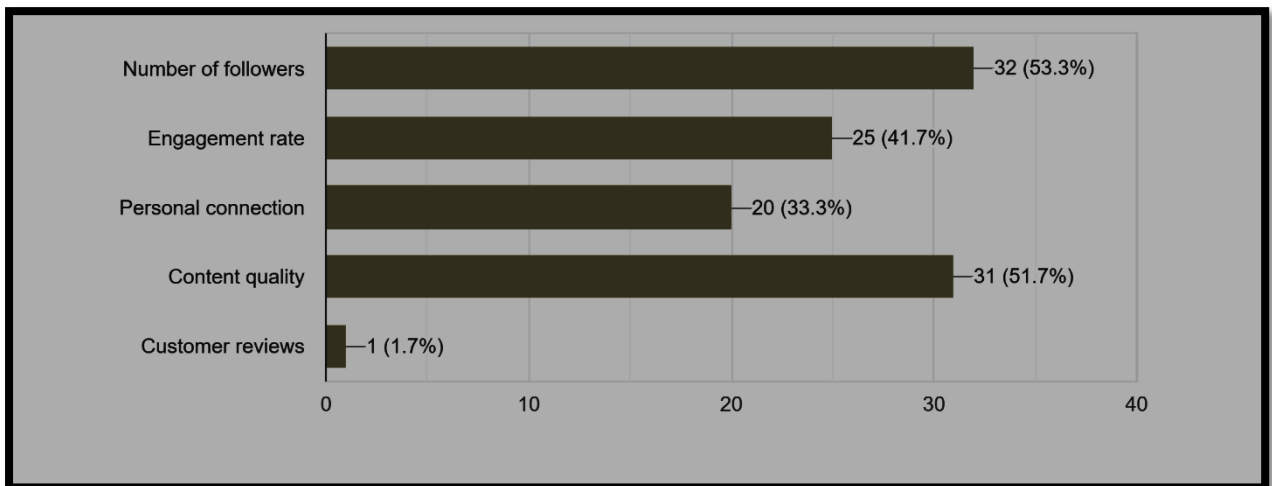
Importance of Influencer's authenticity



Source: Primary Data Collection 2025

18.3 percent respondents rate influencer's authenticity as an important criterion while purchasing a product based on their recommendations. Whereas 40 percent respondents rate it as somewhat important, 33.3 percent respondent's rate influencer's authenticity as neutral and 8.3 percent rate the authenticity near to somewhat unimportant. This clearly states that the respondents are very cautious about the authenticity of the influencer.

Factors that build trust on influencers



Source: Primary Data Collection 2025

It can be observed that 53.3 percent of the respondents trust influencers recommendations based on their number of followers, 41.7 percent respondents on their engagement rate, 33.3 percent respondents trust the recommendations of influencer based on personal connection and 51.7 percent respondents based on the influencers content quality, however 1.7 percent

respondents prefer customer reviews. Hence it can be observed that the customers trust on influencer is mostly built on number of followers.

1.8 HYPOTHESIS TESTING:

Null Hypothesis (H₁₀): There is no significant association between influencer marketing and buying decision of gen-z among different age groups.

Alternate Hypothesis (H₁₁): There is significant association between influencer marketing and buying decision of gen-z among different age groups.

To test the above hypothesis researcher has made an attempt to use Chi-square test. Chi-square is a non-parametric test. The Chi-square statistics compares the observed values to the expected values. This test is used to determine whether the difference between observed and expected values statistically significant. The present hypothesis in the study has been tested with Chi-square test to evaluate the dependency of one variable on the other.

Variables:

Age of the respondents: 12-16, 17-21, 21-27 years

Have you ever engaged with an influencers post: Yes, No and Maybe

Calculation of Chi-Square test:

Observed frequencies

HAVE YOU EVER ENGAGED WITH AN INFLUENCER'S POST (Observed Frequencies)				
Age Group	Yes	No	Maybe	Row Total
12-16 (Observed)	13	5	2	20
17-21 (Observed)	13	2	5	20
21-27 (Observed)	13	1	6	20
Column Total	39	8	13	60

Expected frequencies

HAVE YOU EVER ENGAGE WITH AN INFLUENCERS POST (Expected Frequencies)				
Age Group	Yes	No	Maybe	Row Total
18-20 (Expected)	13.00	2.67	4.33	20.00
21-25 (Expected)	13.00	2.67	4.33	20.00
26-30 (Expected)	13.00	2.67	4.33	20.00
Column Total	26.00	5.33	8.67	60

P Value: 0.018398903

Since 0.018398903 is less than 0.05, thus we reject Null Hypothesis.

Thus, we can conclude that respondent's engagement with an influencers post is independent of their age.

1.9 CONCLUSION:

- Influencers generate a feeling of urgency or enthusiasm that encourages followers to make a swift buying choice, spontaneous purchasing choices triggered by the influencer's suggestions. Influencers frequently promote aspirational ways of life by displaying luxury items, high-end brands, and unique experiences. Followers may wish to emulate the influencer's way of life and acquire products supported by them that align with their aspirational self-image. Influencers are crucial in shaping trends and introducing followers to new goods, lifestyles, and innovations. According to the study, a large number of respondents acknowledge that their buying choices are influenced by social media influencers; a medium number of respondents stated that their purchasing decisions are not swayed by social media influencers, while a small number of respondents indicated that they always buy products based on the recommendations of influencers.
- The study concludes that the majority of individuals tend to select their preferred topics as fashion and beauty. Fashion and beauty influencers frequently display trendy outfits, makeup styles, skincare routines, and fashion trends that motivate and inspire their audience. Many individuals appreciate viewing this content as a source of inspiration for their own fashion and beauty selections. A number of respondents favour fitness and wellness content, while a smaller group of respondents shows an interest in technology and gadget content, and only a limited number of respondents prefer content related to food and beverages. Individuals have varied preferences for different types of content on social media, influenced by their interests, preferences, and goals. People focus more on content that aligns with their interests and hobbies.
- In this study, the researcher has aimed to determine the significance of an influencer's authenticity in the promotion of lifestyle products. The majority of respondents indicated that authenticity holds great importance for them. In relation to the products endorsed by an influencer, some respondents expressed that it is important, while a few stated that it is not very important, and only a small number of respondents claimed that it is not important at all.
