



A study on impact of influencer's marketing on Generation Z consumer behaviour

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Abstract

Influencer marketing is becoming a popular tactic for maintaining goodwill with millions of people. The rise of social media platforms such as YouTube, Instagram, and others has made it easy to post authentic content and tag the firms involved. Influencers and online superstars are becoming more and more famous because of their solid online reputations and strong relationships with followers, which allow them to influence consumers' decisions to buy. This study's primary goal is to determine how influencers' traits and information features affect "Z" customers' purchasing decisions in the Kolar district. Purposive sample was used since the questionnaire responses from male and female students or working adults between the ages of 13 and 28 are the main subject of this research. As a result, respondents were personally asked to complete the questionnaire. Ultimately, the sample size was reduced to 100 participants. To evaluate the data gathered for the analysis, a linear regression was performed using SPSS software. A five-point Likert scale was used to measure the data. The study found that social media influencers factors and media source are significantly influencing on Buying behaviour of 'Z' Consumers in Kolar district. In order for marketers to develop strategies to reach the greatest extent possible in the future, descriptive analytical research has shown to be very helpful in understanding Generation Z's behavior with social media and influencer marketing.

Keywords: Impact, influencer's marketing, media, source, 'Z' consumer

Introduction

The true impact of influencer marketing, its factors in fostering customer trust, and the method Gen Z use to classify endorsements remain unclear despite the fact that much is known about the efficacy of influencer marketing (Jose, A., *et al.*, 2024) [10]. At the same time, it is evident that the efficacy of activities conducted in the electronic domain in its current form is declining along with the rising expenditures on digital promotion (Chan, F. 2022) [5]. The 1990s through the early 2010s saw the birth of Generation Z. Because they view influencers as approachable, reliable, and genuine sources of information, members of Generation Z are quite open to their suggestions (Anand, A. 2024) [1]. Influencers have millions of admirers and subscribers in today's digital world. The growing trend of social media influencers has also led to a rise in the strategy used by various businesses to maintain a favorable reputation among millions of people (Joseph, M. 2025) [11]. It is thought that when a social media influencer endorses a product, their followers are persuaded to purchase it (Kutz, Kennedy O., *et al.*, 2024) [13]. Given their youth and the amount of time they spend online; it should come as no surprise that Generation Z is seen as an online community. Therefore, it will be best to adapt digital marketing strategies to them (Cam, T., *et al.*, 2024) [4]. Social media influencers are so well-liked by Generation Z members because they can't function without an online connection these days (Ekinci, Y., *et al.*, 2024) [8]. Influencer marketing is one of the most significant developments. Every facet of how a consumer engages with a company, obtains information, and actually completes a transaction has been transformed by social media (Chatterjee, B. 2021) [7]. Another unique information source that operates mostly through social networks or due to personal interest in a certain topic is social media. Due to their high levels of digital literacy and social media

participation, Gen Z, which makes up around 33% of India's population, is becoming a crucial consumer sector (Hoang, V. H., *et al.*, 2024) [29]. Influencers on social media are emerging as major figures in digital marketing (Sharma, P., 2024) [28]. Influencers actually have enormous followings due to their knowledge, charisma, or specialized content, which allows them to have a big impact on the attitudes and actions of customers (Raja, D., *et al.*, 2021) [22]. Influencers have a major role in encouraging their followers' inclination to make purchases on social media (Burman, R., & Agarwal, D. 2023) [3]. As a result, businesses have been searching for other ways to sway customers in the current market environment, where promoting goods and services has never been more challenging (Charuvila, A., & Jnaneswar, K. 2021) [6]. The majority of the younger generation may be seen purchasing goods only on the basis of influencer endorsements, sponsorships, and reviews due to this shift in trust (Batra, L., 2022) [2]. Influencer marketing uses social media platforms like Instagram, YouTube, or Snapchat to produce real content for younger generations about their purchases, in contrast to traditional marketing models that rely on broadcast television, radio, and newspapers (Soni, A., *et al.*, 2024) [31, 32]. Brands want to interact with a wider audience and encourage product debate among the influencers on social media with the help of these online influencers or celebrities (Khandelwal, P., *et al.*, 2024) [12].

Literature Review

Influencer-generated material is more genuine and intimate, according to (Batra, L., 2022) [2]. Additionally, this generation prefers to consume bite-sized, visually attractive, and interactive forms like Facebook videos and Instagram Reels since they have a shorter attention span as a result of influencers' fast-moving internet use exposure. (A. Jose and

others, 2024)^[10]. (Cam, T., *et al.*, 2024)^[4] Their research unequivocally shows that three of the four categories of SMI's content characteristics—creativity, design quality, and technology quality—are important predictors of parasocial connections. Randhawa, K. K. (2021)^[24] asserts that when it comes to plurals' inclination to purchase, SMI's believability is more important than its physical attractiveness and interactivity. The true impact of influencer marketing, its factors in fostering customer trust, and the method Gen Z use to classify endorsements remain unclear despite the fact that much is known about the efficacy of influencer marketing. Three aspects of source credibility—attraction, knowledge, and trustworthiness—were described by Wielki (2020)^[33]. According to Pinto, P. A., and Paramita, E. L. (2021)^[20], an influencer is a person with a sizable social media following who has the power to influence their audience's thoughts, actions, and purchase decisions. Wishful identification has been found to be significantly predicted by design quality and inventiveness (Anand, A. 2024)^[1]. For instance, 70% of customers purchase goods or services that SMI recommends because of SMI's robust networking, which has the capacity to spread product and service knowledge (Semwal, M., *et al.*, 2024)^[25]. Gen Z customers are digital natives. To achieve that, companies must have a solid grasp of how consumers' familiarity with technology and trust in online information affect their behavior (Mohiuddin, M. S. 2025)^[16]. The earlier studies on Generation Z purchasing patterns and social media marketing are summarized in the current literature review (Lal, R., and Sharma, G., 2021)^[14]. Influencers frequently work with companies to produce sponsored content, using their legitimacy and genuineness to promote goods, services, or concepts. Influencers usually focus on certain niches and interact with their followers via posts, videos, and other media, building a trusting connection that increases the impact of their recommendations (Raj, S. 2024)^[21]. While researching influencer marketing, a number of factors can be taken into account. Among these, trustworthiness, information quality, and entertainment value have significant direct effects on influencers' credibility to be taken into consideration, as well as crucial indirect effects on buyers' purchase intentions (Charuvila, A., & Jnaneswar, K. 2021)^[6]. It focuses on research that evaluates how various aspects of advertising influence consumers' intentions to make purchases. It also looks at how social media platforms function as avenues for advertising (Mishra, P. 2025)^[15]. Influencers' reputation and dependability have also been significantly impacted by consumers' buying intentions. Trust is essential to the success of influencer marketing. According to research by Chatterjee, B. (2021)^[7], customers' opinions about the validity of an influencer have a significant impact on how they feel about the suggested brand. Academic research has carefully determined the essential characteristics of influencers that have a major effect on follower results. These characteristics include homophily, the influencer's name and social recognition, and physical beauty (Mulla, F., & Vaz, A. 2024)^[17]. SMIs are seen as opinion leaders who sway their followers' preferences by their online resonance and reach. As a means of reaching and interacting with customers, social media influencers (SMIs) are becoming more and more crucial for businesses (Rajput, A., & Gandhi, A. 2024)^[23]. SMIs are seen as opinion leaders who sway their followers'

preferences by their online resonance and reach. People who have gained a sizable following on social media sites like Facebook, YouTube, Instagram, and others because of their knowledge, originality, genuineness, or charm are known as social media influencers (Shamim, K., & Azam, M. 2024)^[26]. According to Soni, A., *et al.* (2024)^[31, 32], credibility consists of three elements: beauty, expertise, and reliability. As the primary element impacting purchase intentions, Hoang, V. H., *et al.* (2024)^[29] investigated the effects of quality, validity, value, and selection of quantitative information available in media. These characteristics have become crucial in determining the dynamics of interactions between influencers and followers. Organizations are using social media influencers (SMIs) more and more to connect with and interact with customers (Patel, M., *et al.*, 2025)^[19]. Given that Generation Z was born into the digital era, their tastes are widely known (Pandurang, D. N. 2022)^[18]. According to their research, influencers have the power to influence Gen Z's decisions, particularly when they make informal or personal product recommendations through reviews or "unboxing" videos (Sidhu, L. S., & Saini, R. 2021)^[29]. They are becoming a crucial part of contemporary marketing plans for businesses looking to reach younger, socially concerned consumers. According to Sharma, A. (2022)^[27], social media has a significant impact on Gen Z's decision to buy. They make purchases based on their authenticity since they are well-versed in technology and have doubts about traditional advertising (Singh, D. 2024)^[30]. Because influencers appear to be relatable, transparent, and trustworthy, research shows that many Gen Z consumers trust them more than traditional celebrities or corporate ads. The majority of the younger generation may be seen purchasing goods only on the basis of influencer recommendations, reviews, and sponsorships due to this shift in trust (Soni, A., *et al.*, 2024)^[31, 32]. In order to attract younger consumers, this has caused marketers to concentrate more on influencer collaborations. The dimensions of source credibility used in this study include similarity, expertise, and reliability. Sharma (2024)^[28] highlighted the significance of reliability in building confidence in influencers' postings, particularly when the influencers include businesses into their daily life. Furthermore, credibility is thought to depend on the influencer's competence (Raja, D., *et al.*, 2021)^[22]. When followers believe influencers are informed, skilled, and experienced with the items they are promoting, they are more inclined to trust their sponsored messages (Ekinci, Y., *et al.*, 2024)^[8].

Research Gap

Influencer marketing's impact on customer behavior has been extensively studied, however the majority of these studies concentrate on millennials or broad audiences. On the other hand, Gen Z exhibits distinct social media behaviors and reactions to influencer marketing. Studies on Gen Z and their responses to influencers are quite rare. Additionally, there are a few key areas that require additional focus: Gen Z is not the primary subject of the majority of investigations. Compared to other generations, this generation utilizes social media differently, and little research has been done on how they react to influencer marketing. Although Gen Z frequently utilizes Facebook, YouTube, Instagram, and other platforms, many studies primarily focus on Instagram. These platforms differ and

might have an impact on Gen Z's interactions with influencers. Research frequently discusses how influencers may connect with individuals, but it doesn't examine why Gen Z prefers some influencers to others. Trust is greatly influenced by elements like authenticity, reliability, and honesty, although this has not been well researched. The majority of recent research has neglected the unique characteristics and habits of Gen Z, who are growing up in a fully digital world, in favor of concentrating on the general demographics. Research on how different elements, such as social media traits and influencers' traits, affect Generation Z's purchasing decisions is scarce. Additionally, the majority of research conducted to far has been cross-sectional, providing little insight into how Gen Z's interactions with influencers evolve over time. The reviewed material has been very helpful in understanding how Generation Z uses social media and influencer marketing, but it has also shown how difficult it is to fully appreciate the cultural subtleties of the demographic. Instead of examining the cross-cultural variations that may affect purchasing behavior, many research focus on local, global, or generic data. Furthermore, little is known about the precise characteristics of influencers that most successfully affect Gen Z's buying intentions. This gap emphasizes the necessity of focused study to understand these processes.

Objectives Of The Study

1. To examine the influence of social media influencers factors on Buying behaviour of 'Z' Consumers in Kolar District.
2. To Find out the impact of media source on Buying behaviour of 'Z' Consumers in Kolar district.
3. To provide suitable recommendations for influencing the behaviour of Z Consumers in Kolar district.

Hypothesis

H0: There is no significant influence of social media influencers factors on Buying behaviour of 'Z' Consumers in Kolar District.

H1: There is a significant influence of social media influencers factors on Buying behaviour of 'Z' Consumers in Kolar District.

H0: There is no significant impact of media source on Buying behaviour of 'Z' Consumers in Kolar district.

H2: There is a significant impact of media source on Buying behaviour of 'Z' Consumers in Kolar district.

Methodology

One hundred participants, who were typical of both male and female aging young people, were asked to complete a structured survey in order to collect primary data. A quantitative and descriptive research strategy to data collecting is the foundation of the current study. As a result, the framework provides a rapid and simple method of gathering concrete, notation-based data, enabling statistical analysis to look at patterns and relationships among the replies. The study's objective is to assess numerical indicators, which serve as the foundation for evaluating theories on how social media influencers affect the purchasing decisions of "Z" customers in the Kolar area.

Likert-scale based questions were used in this study to gauge Gen Z's comprehension of social media influencers.

1. Primary data

The first time data has been through a self-administered structured questionnaire, which was developed and asked to be filled out. Personal interviews were also done with respondents. A structured questionnaire was prepared containing These statements were rated on a five-point scale with scale agreements ranging from strongly disagree to strongly agree. "Strongly agree" was assigned a score of 5, "agree" a score of 4, "can't say" a score of 3, "disagree" a score of 2, and "strongly disagree" a score of 1 for conducting regression analysis.

2. Secondary Data

The following are the sources from which the secondary data was collected, such as information that has been gathered from selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library). Peer-reviewed journals were considered based on their knowledge validity and their highest impact on the research field. Online E-Sources, Published reports, journals, theses, magazines, research articles, newspapers, etc.

Sample Method

Probability sampling is a sampling approach in which a researcher selects members of a population at random based on a set of criteria in order to gather sufficient data to develop influencer marketing. With this selection criterion, every member has an equal chance of being included in the sample.

Sampling Technique

The concepts of convenience sampling and stratified sampling are combined in the research technique known as "convenient stratified sampling." To determine the category of Z customers, this method divides the population into discrete subgroups or strata according to particular traits or standards. Convenient stratified sampling selects samples conveniently from these predetermined strata, in contrast to traditional stratified sampling, which takes random samples from each stratum, particularly if the respondents are between the ages of 13 and 28.

Sample Size

Purposive sample was used since the questionnaire responses from male and female students or working people between the ages of 13 and 28 are the main subject of this research. As a result, respondents were personally asked to complete the survey. Ultimately, the sample size was reduced to just 100 participants.

Scope Of The Study

By focusing just on this group, the study intends to investigate how information and influencer traits affect Gen Z consumers' purchasing decisions. This study's scope is restricted to examining how social media influencers affect "Z" customers' purchasing decisions in the Kolar region. The results are pertinent to the socioeconomic and cultural context of the Kolar district because the study's scope is restricted to Indian Gen Z consumers.

Data Analysis—Results And Discussions

The linear regression was run using SPSS software to test

the data collected for the analysis purpose. The data were measured by using a five-point Likert scale.

Social media influencers factors influence the Buying behaviour of ‘Z’ Consumers

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.962 ^a	.925	.916	.31332			
ANOVA ^b							
Model	Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	105.312	11	9.575	97.527	.000 ^a	
	Residual	8.640	88	.099			
	Total	113.950	99				
Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)		-.120	.157		-.761	.451
	Appearance of influencer		.342	.077	.404	4.433	.000
	Name and fame of the influencer in the society		.044	.098	.043	.440	.663
	Intensity of influencer recommendation		.096	.142	.089	.671	.504
	Genuineness of trust of influencer		.363	.127	.353	2.956	.003
	Experience and talent of the influencer		-.097	.091	-.087	-1.070	.289
	The level of trust and authenticity		.195	.083	.230	2.368	.020
	Influencer’s Expertise about product and services		.064	.134	.057	.476	.637
	Influencer’s online usage exposure		-.328	.123	-.311	-2.685	.009
	Influencer’s number of followers		.356	.071	.407	5.090	.000
	Influencer’s collaboration with companies		.332	.076	.405	4.427	.000
	Influencer’s regularity and openness in the social media		.360	.123	.351	2.951	.004

a. Dependent Variable: Buying behaviour of ‘Z’ Consumers

A multiple regression analysis was used to investigate the effect of 11 variables of social media influencers factors on Buying behaviour of ‘Z’ Consumers. From the above table it is understood that, social media influencers factors (R = .962 indicating high degree of correlation among the variables, t = -.761, p <.01) had a positively significant effect on overall Buying behaviour of ‘Z’ Consumers. Hence, it can be concluded that if the average level of social media influencers factors were high; the average level of Buying behaviour of ‘Z’ Consumers would also be high. The analysis also reveals that, social media influencers factors was able to explain the total variation in overall Buying behaviour of ‘Z’ Consumers by the regression model about R² 92.5% being high indicating model fits the data well. Thus answering the hypothesis H1: There is a

significant influence of social media influencers factors on Buying behaviour of ‘Z’ Consumers in Kolar District, posited for this research is accepted. The coefficient table shows the contribution of social media influencers factors. From the above table the beta values demonstrate the unique contribution for the variables of social media influencers factors such as Appearance of influencer (.342, p <. 000), Genuineness of trust of influencer (.363, p <. 003), The level of trust and authenticity (.195, p <.020), Influencer’s online usage exposure (-.328, p <.009) and Influencer’s number of followers (.356, p <.000), Influencer’s collaboration with companies (.332, p <.000) and Influencer’s regularity and openness in the social media (.360, p <.004) in predicting Buying behaviour of ‘Z’ Consumers.

Influence of media source on Buying behaviour of ‘Z’ Consumers

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.971 ^a	.941	.934	.27829			
ANOVA ^b							
Model	Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	107.136	11	9.741	125.772	.000 ^a	
	Residual	6.816	88	.078			
	Total	113.950	99				
Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)		-.644	.144		-4.499	.000
	Trust on online information		.282	.059	.232	4.862	.000
	Social media influencer’s online uploads		.192	.057	.226	3.416	.001
	Social media influencer’s quality content online platforms		-.148	.064	-.184	-2.343	.021
			.095	.048	.116	1.997	.049

Influencer’s explanation about products and service	.218	.057	.304	3.913	.000
Trust on Influencer’s information	.002	.071	.000	.009	.995
Influencer’s fun and Entertainment	.092	.068	.074	1.361	.178
Availability of quantitative information in media	.159	.051	.160	3.170	.002
User’s reviews	.024	.077	.027	.304	.763
Influencer’s transparent information	.183	.056	.169	3.303	.001
Availability of influencers in the online	.033	.044	.037	.751	.456
a. Dependent Variable: Buying behaviour of ‘Z’ Consumers					

A multiple regression analysis was used to investigate the effect of 11 variables of media source on Buying behaviour of ‘Z’ Consumers. From the above table it is understood that, that media source ($R = .971^a$ indicating high degree of correlation among the variables, $t = -4.499$, $p < .01$) had a positively significant effect on overall Buying behaviour of ‘Z’ Consumers. Hence, it can be concluded that if the average level of media source were high; the average level of Buying behaviour of ‘Z’ Consumers would also be high. The analysis also reveals that, media source was able to explain the total variation in overall Buying behaviour of ‘Z’ Consumers by the regression model about R^2 94% being high indicating model fits the data well. Thus answering the hypothesis H2: There is a significant impact of media source on Buying behaviour of ‘Z’ Consumers in Kolar district, posited for this research is accepted. The coefficient table shows the contribution of media source. From the above table the beta values demonstrate the unique contribution for the variables of media source such as Trust on online information (.282, $p < .000$), Social media influencer’s online uploads (.192, $p < .001$), Social media influencer’s quality content (-.148, $p < .021$), (S.M Flat form) online platforms (.095, $p < .049$) and Influencer’s explanation about products and service (.218, $p < .000$), Availability of quantitative information in media (.159, $p < .002$) and Influencer’s transparent information (.183, $p < .001$) in predicting Buying behaviour of ‘Z’ Consumers.

Research Findings

It is found that, social media influencers factors such as Appearance of influencer, Genuineness of trust of influencer, the level of trust and authenticity, Influencer’s online usage exposure, Influencer’s number of followers, Influencer’s collaboration with companies, Influencer’s regularity and openness in the social media were significantly influencing on Buying behaviour of ‘Z’ Consumers.

It is also found that, media source such as Trust on online information, Social media influencer’s online uploads, Social media influencer’s quality content, online platforms, Influencer’s explanation about products and service, Availability of quantitative information in media, Influencer’s transparent information were significantly influencing on Buying behaviour of ‘Z’ Consumers.

Suggestions

1. Influencers' knowledge significantly impacts Generation Z (Gen Z) consumers by shaping their perceptions, preferences, and purchase decisions, particularly in areas like fashion, beauty, technology, and lifestyle. Here's how influencer knowledge plays a role trust and authenticity, educational content, community and dialogue, decision-making impact and alignment with values.

- The entertainment value of influencers plays a significant role in shaping the attitudes and behaviors of Generation Z (Z consumers). Here's how it influences them: captures and maintains attention, builds emotional connection, boosts content sharing and virality, influences purchase decisions, shapes trends and culture and drives platform engagement.
- Generation Z (Gen Z) customers are particularly sensitive to authenticity, transparency, and digital literacy, therefore the quality and dependability of influencers' information has a major impact on them. This impact manifests itself in the following ways: decision-making influence, engagement and interaction, trust and credibility, and brand association.
- As an opinion leader or influencer, you must use tactics that fit the beliefs, attitudes, and digital habits of Gen Z customers (those born roughly between 1997 and 2012). This is a clear road map that includes things like having a thorough understanding of Generation Z, selecting the appropriate channels, developing authenticity and trust, producing relevant, value-driven content, utilizing micro-influencing, making intelligent use of data and trends, and becoming a thought leader.
- Influencer need a plan that combines authenticity, creativity, and alignment with Gen Z values in order to properly position an influencer as an expert and creative force capable of influencing Gen Z customers. Here is a methodical approach: identify the influencer's area of skill and specialization, highlight their creative value, develop their relatability and authenticity, make use of their cross-platform presence, work with businesses in innovative, unforced ways, and measure and maximize their impact.
- Increasing the availability of influencers online to impact Generation Z (Z) customers requires a strategy based on community-building, speed, authenticity, and originality. Gen Z is very picky and appreciates real relationships above ostentatious stuff. Increase platform-specific micro-engagements, foster a culture of two-way communication, post frequently and natively, work together in "challenge" or "trend" formats, be open and relatable, gamify engagement, use data to inform timing and format, and integrate purpose and values.
- Companies need a hybrid strategy that combines social capital development, genuine brand positioning, and cross-platform presence to increase an influencer's influence over other influencers (i.e., becoming a "Influencer's Influencer") and appeal to Gen Z customers. Some tactics for influencers' social presence include becoming a trend authority, elevating specialized and artistic culture, influencing other influencers (meta-influence), radical transparency and depth, platform strategy, and data-backed influence.

8. Generation Z (Gen Z) consumers are greatly impacted by User-Generated Content (UGC) for a number of important reasons that stem from their values, behaviors, and digital habits: social proof, trust and authenticity, relatability and inclusion, participation and engagement, platform preference, virality and influence.

Limitation

The reliability of social media influencers is another drawback. According to some detractors, social media influencers create the impression that their postings and messages are essential word-of-mouth since they don't disclose the sponsorship they receive from businesses. The study's breadth is limited by its focus on Gen Z in Bengaluru and its use of quantitative approaches. The study may have had response biases due to self-reported data from a questionnaire survey; participants may have inflated results by overstating their use of social media, frequency of involvement, or faith in influencers. Although the results are pertinent, they might not be applicable to other age groups or cultural contexts. Finally, the study did not look at the long-term impacts of influencer marketing on consumer behavior or brand loyalty. Since students make up the majority of participants, their purchasing power may have an impact on the outcomes—a point that this study did not look at. There were several limitations to this investigation. The sample size of 100 respondents may restrict the findings' applicability to Indian Gen Z, even though it is enough for descriptive analytical study.

Conclusions

These tactics are especially effective with Gen Z customers, who avidly follow influencers and social media. Influencer brand reviews, influencer posts, influencer videos (on social media sites like Facebook, YouTube, and Instagram), influencer openness and disclosure, and the availability of quantitative information in the media all had a significant impact on "Z" consumers' purchasing decisions. Prioritizing trust-driven tactics and utilizing influencers with a reputation for openness and dependability should be a top priority for marketers. Influencer marketing offers a larger audience than conventional techniques, and social media has emerged as a key instrument for marketing initiatives. The results highlight that the characteristics of influencers—such as their physical attractiveness, credibility and authenticity, authenticity & trust, online usage exposure, fan following status, personalized influencer partnerships, and genuine, transparent & consistent nature—were found to have a significant impact on 'Z' consumers' purchasing decisions. This strategy can result in significant interaction with Generation Z, a group that values moral and open digital marketing methods more and more. This study investigates how social media influencers affect "Z" customers' purchasing decisions in the Kolar region. Authenticity is still crucial, but it should be used in conjunction with attempts to build trust.

Directions For The Future Research

By filling up these gaps, marketers may develop sophisticated tactics that are suited to India's varied digital environment and guarantee more successful influencer marketing initiatives. Future studies must be carried out in other countries to ascertain whether the moderating role of

gender differs significantly. Future research might encompass more product categories and go deeper into the connection between influencer characteristics and their influence as the importance of social media and influencer marketing keeps growing. Future studies might examine regional or cross-cultural differences in Gen Z's purchasing behavior as well as long-term effects of influencer marketing, such as brand loyalty.

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