

Abstract

This research examines the role of influencer marketing in shaping Generation Z's buying behavior, focusing on how influencers impact these demographics' purchasing decisions. As Generation Z becomes an increasingly influential consumer group, understanding their unique responses to influencer marketing is critical for brands seeking to connect with this audience. Using a multi-method approach, this study combines quantitative surveys and qualitative interviews to explore how influencer attributes, such as authenticity and relatability, influence Generation Z's perceptions and purchase intentions.

The first phase of the study employs surveys to collect data from Generation Z consumers who follow influencers across platforms like Instagram, TikTok, and YouTube. The survey assesses how different types of influencers (macro, micro, and nano) affect consumer attitudes toward brands, as well as how trust and perceived authenticity of the influencer influence buying behavior. Additionally, the study examines whether influencer marketing impacts impulse buying and brand loyalty among this generation.

In the second phase, qualitative interviews with Generation Z consumers and marketing professionals provide a deeper understanding of the emotional and psychological factors behind their engagement with influencer content. These interviews explore how Generation Z values influencer recommendations, the role of social media in shaping brand perceptions, and how influencers shape their purchase decisions. The findings offer insights for marketers looking to optimize influencer marketing strategies to effectively reach and engage Generation Z.