SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

THE IMPACT OF SOCIAL MEDIA INFLUENCER ON THE BUYING BEHAVIOUR OF GEN Z IN INDIA

Maryam Fathima[1], Dr. Anupama K Malagi[2]
[1]II MBA student, RV Institute of Management, Bangalore
[2]Professor, RV Institute of Management, Bangalore

Article DOI: https://doi.org/10.36713/epra22509
DOI No: 10.36713/epra22509

ABSTRACT

As all will see closely on social media, the aspects of social media through social and influencers will work as a major role model for you. Generation Z — people born from 1997 to 2012 — are especially responsive to these online figures. As the internet usage is increasing rapidly in a country —India, particularly among youth, this research paper depicts the influence of social media influencers upon the buying behavior of Gen Z. Gen Z is probably the most connected generation, and plays a big part of their lives on social media apps like Instagram, Youtube and Tik Tok. This opened the birth gate of influencers—people that have the capacity to affect the views, set up the trends and influence consumer decisions. Using both qualitative and quantitative research methodologies, the study explore the relationship between influencers and Gen Z's purchasing decisions, emphasizing essential elements including trust, authenticity, relatability and social proof.

The result of this research prove that influencers play an important role in Gen Z's purchasing choices. When influencers share a product, it's more than just an advertisement. Gen Z prioritize authenticity and relatability, which makes influencers who portray themselves as trustworthy and transparent all the more powerful. They also found that online influencers massively impact product categories lined up with fashion, beauty, technology, and lifestyle. Additionally, it is evident that peer influence and social proof continue to play a major role in shaping Gen Z's choices, especially considering their tendency to want to keep up with the latest trends and utilize influencers as a validation tool.

It found that influencers who establish authentic relationships with their fans — by wading through content that resonates with their audience's values — are more successful in facilitating consumer action. Consequently, in order to engage Gen Z, brands must focus on authenticity in their marketing efforts and partner with those who are aligned with this generation's topics of interest and value. This study further highlights the changing dynamics of digital marketing in India with the evolution of influencers as instead of a digital tool, which has changed the type of youth-based strategies of effective marketing.

KEYWORDS: *Social Media Influencers, Generation Z (Gen Z), Buying Behavior, Digital Marketing, India, Consumer Engagement.*

INTRODUCTION

The model of advertising has been changing increasingly and social media is playing a vital role in revolutionizing marketing strategy and to be adopted by the companies to target different segments of customers With a penetration of internet in every corner of the globe, number of social media users has been growing exactly year since year with a whopping number of 4.62 billion users registered across the world as of January 2022 ,accounting for above of 50 % of population on this planet and it is projected to grow with an average rate of 3.7 % completion by the year 2025 .The number of social media users in India as of now is 755 million and it is estimated to be around 1.17 billion within time span of five years given the increased internet coverage at cheap prices in rural part of the country. Generation Z refers to those born between 1997 to 2012 that are tech-savvy and made for the digital world, spending their time browsing through several products from various brands on social media, sharing feedback, and product reviews shaping the brand value of the available products on social media. Since Generation Z make up about 27 percent of the total Indian population, they tend to engage and view brands from various lenses, create buzz about the brand among other social media users by discussing it, follow the market trend, direct opinions toward the product of a particular brand and desire a brand to stay organic, relevant, and genuine.

Social media influencer occupies an inseparable place on social media according to young generation, acting as a source of amusing content, endorsing products of several brands, generating value for its followers by discussing trending products on web and other market platforms and establishing trust and faith among their followers. Generation Z usually trust one or more of the social media

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

influencer and buy the product accordingly. There are organizations in India that partnered up with the social media influencers to promote its products and built a brand via this social media platform and get generation Z to buy into Elwyn brands to lead them to pay choice and create buzz on social media and improving their brand esteem.

This research work aims to study the characteristics of influencers stimulating buying behaviour of Generation Z in India, available on social media platform. After going through several different research papers and journals it is concluded that less number of research work has been done regarding the topic selected for this project work and more specifically in terms of Indian generation Z customers with respect to analysing impact of social media influencers on attitude and buying behaviour of generation Z. Therefore it is imperative to study the relationship between social media influencers and Generation Z along with examining impact of influencers on attitude of Gen Z while making purchase decision and gaining trust towards products of a particular brand and perception of Generation Z towards brand present on social media platform and endorsed by social media influencers in the India.

The current research is based on investigating the mindset of generation z who are active users of social media platform, like authentic and relevant information which they get from social media users are interactive and trust to people they follow on social media platform in ordering buying of items by the recommendations of the social media influencers (Williams, 2020). This research work aims to study the influence of social media influencers on Generation Z's purchase behaviour towards social media products in India. And based on literature reviewed and insight from analysis relevant to the topic, this project work will be focusing on observe the behaviour of generation Z on social media platform and once when they are on social media platform to understand the role of characteristics of social media influencers to influence the them to be in buying decision of the products recommended by The Influencers.

OBJECTIVES

1. **Conduct a Study on Social Media Platforms as Influencer Platforms**
   Study the ways through which different social media networks enable influencers to approach Generation Z consumers for influencing their purchase decisions.
2. **Learn how Generation Z consumers view social media influencers as well as influencers' traits that appeal to them**.
   The investigation will assess what traits make influencers trustworthy to Gen Z audiences while determining which traits lead to their purchasing behavior decisions.
3. **Analyze Purchase Intent and Behavioral Patterns**
   The impact of influencer endorsements should be assessed regarding Gen Z's buying choices as well as their consumption routines and brand perception in the Indian market.
4. **Assess how parasocial relationship functions as a mediating force within the research project.**
   Examine the emotional bond between influencers and their Gen Z audience through parasocial connections to determine its influence on purchasing behavior
5. **Identify Key Influencing Factors**
   An analysis should reveal why Gen Z members choose products endorsed by influencers through their interest in looks and preferences for social approval and beliefs about utility
6. **Explore Regional and Demographic Variations**
   A research study should examine the influence of influencers on Gen Z consumer buying patterns in different tier-based cities together with regional diversity throughout India.
7. **Provide Strategic Insights for Marketers**
   Recommend practical steps that companies should use to enable influencer marketing campaigns yet fulfill requirements from Gen Z viewers about authentic content with customized messaging and social responsibility orientation

REVIEW OF LITERATURE

1. Balkrishna Sangurde and Somaiya Vidyavihar in their work on " the effect of web based media on shopper purchasing conduct" Devoted web media for inner input, collaboration ands haring which was explained in concern to the media. The objective was to search for the Impact of online media on customer conduct in metropolitan regions. Shoppers and organizations all throughout the planet are more associated than any other time in recent memory with the Internet. - from 18% in 2016 to twenty .26 percent in December 2017.
2. Kirti arekar, Rinku Jain, Surrender Kumar and Shalaka K. Ayarekar in their study on "The Impact of Social Media Sites on the Effects of Consumer Buying Behavior on Electronics "focused on examining the factors influencing generation Z's inclination and behaviors with in the Indian electronics industry, and this work was mainly aimed at middle aged employed ladies making use

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

of electronics over the state of Maharashtra, India. Research shows that social media has a positive influence on the pursuit of diversity. This study helps producer sand retailers to engage.

3. Monica Ramsunder in her research on the 'impact of social media marketing on purchasing decisions in the tire industry' Explains technology and the network boom that encouraged everyone. The social commitment of clients hugely affects showcasing efforts since promoters need to contemplate the components influencing the buying selections of clients(Evans, 2010). The significance of this investigation was that contact advertising had taken on a unique perspective with the development of the online market and consequently the CTSA's normal advance was to interface in web-based media showcasing.

4. MS.Shalakaayarekar´ is her study on "The Impact and Effectiveness of Social Media Advertising on the Buying Behavior of Young Working Women Referencing Consumer Electronics," explained the absence of research on social media in the Indian sense, or more specifically in Maharashtra. Different topics are listed in the first, second and third part of the study, such as social media concepts, social media ads, customer purchasing behavior science, advertisement, social media and consumer behavior, social media and consumer electronics, social media and women, various social media tools such as Facebook, Twitter and LinkedIn. In the fourth part of the research study for the purpose of analysis, marketer explores in depth the different advertising tactics implemented by the 38 leading consumer electronics firms.

5 Basma Shamieh, Mohamad Shehada (2020), in their project "The Impact of Social Media Applications on Young People's Buying Decisions at the University of Jordan," explained that for adult consumers around the globe, social media has a very trendy and high rate of usage. In 2018, the social media research developed at the Pew Research Center was growingly adopted in developing countries. Jordan is undergoing a "youth bulge," the average age being 23 and the social media use demographic of young people is growing.

6. Dr. Smriti Tripathy (5 June 2019) explained in her study on the “Impact of social media for the purchase of fashion clothing” The focus of this study was to plunge further into the influence of web-based media on age purchasing conduct today, dress names and customers work on a web-based media network. This field of research has become the most loved point among specialists around the objective, learning the impact of online media on purchaser conduct.

7. Harshini CS (2015) “The effect of social media advertising on consumer buying interest” explains social media is transforming conventional advertisement media and suggests that corporations must build effective online advertising campaigns to optimize the current market segment by integrating effective features in online advertising, specifically on web based media. This analysis makes analytical and methodological contributions to current literature on Social Advertising and Customer Purchasing Intent. The attributes of online ads and its impact on intentions.

8. Lakshmi Preetham and Dr. Nirmala Mohan (2019) in their study on “Research on the impact of social media on consumer purchases” explained that businesses around the world realized gaining the importance of the consumer and continuously seeking to discover new ways of being competitive. Social networking is the new sales tactic used by companies to connect with their clients and remain relevant. This examination expects to investigate how informal organizations impact purchasing choices of clients.

9. In a study on "The Impact of Social Media on Online Shopping," Arul Jothi and A .Mohmaadraj Gaffoor explained that social media is revolutionizing the way of communication and sharing information and interests. This research seeks to assess the impact of social media use on the purchasing decision process. It was found social media feedback also influenced the acquisition decision process and the tendency to share experience after purchase is surprisingly good.

10.” Funde Yogesh and Mehta Yesha” (2014) in their study "Effect of Social Media on Purchase Decision" described social media as the way of communication and sharing of information and interests. This paper endeavors to survey the utilization of online media and tracks down that online media is generally utilized in the wellspring of data to accomplish convenience, effectiveness and reliability.

11.“Manjit Kour (2020) in her study on "the impact of social media marketing for consumer buying behavior" explained that the motivation behind this article is to consider the effect of web-based media showcasing for customer buys. The investigation was conducted for users in punjab and focused on examination of measurable cycle of correlational examination and Multiple rectilinear relapse investigation was received. Ends it has been discovered that confidence, seen esteem and idealistic audits absolutely influence purchaser buying activities via web-based media.

12.“Mrs. Smita Dayal” (2016) in a study on "Analyzing the Impact of Social Media on Web Purchasing Behavior of Indian Consumers" said that this investigation adds to a multidisciplinary investigation of web-based media by experimentally analyzing the effect of online media. It expects to give data on factors impacting purchaser practices of Indian clients' buying conduct, and among them, the elements influencing customer's web based buying conduct are segment factors (age, sex, training, pay) It can be separated into mental components.

13.” Dr. M Sulaipher and Mr. Jojo Joy” noted in their study on "The impact of social media marketing on kerala rural advisors" that there has been a recent development in online promotion. This paper furnishes the organizations with bits of knowledge into

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

the effect of received SMM endeavors to support the client experience and view of them in Rural india. This examination will work with the advertiser to see, nonetheless, perspectives impact purchaser conducts towards SMM in Rural India.

14. "Simarpreet Kaur, Nittan Arora, and Harshpreet Kaur" (2019) in their report on "The Impact of Digital Media on Consumer Buying Behavior" said that there are signs that computerized innovation has changed the retail scene in the course of recent years. Proof for this can be found in buyer studies showing how much advanced instruments are coordinated into the shopping experience. From the maximum straightforwardness to portable warnings and social sharing, retail is significantly more into innovation and social.

Here's a list of properly formatted citations in APA 7th edition style based on your literature review entries. If you need them in a different format (like MLA or Chicago), just let me know!

LITERATURE REVIEW CITATIONS (APA 7TH EDITION)

1. Sangurde, B., & Somaiya Vidyavihar *The effect of web-based media on shopper purchasing conduct*.
2. Arekar, K., Jain, R., Kumar, S., & Ayarekar, S. K. *The impact of social media sites on the effects of consumer buying behavior on electronics*.
3. Ramsunder, M. *Impact of social media marketing on purchasing decisions in the tire industry*.
4. Ayarekar, M. S. *The impact and effectiveness of social media advertising on the buying behavior of young working women referencing consumer electronics*.
5. Shamieh, B., & Shehada, M. (2020). *The impact of social media applications on young people's buying decisions at the University of Jordan*.
6. Tripathy, S. (2019, June 5). *Impact of social media for the purchase of fashion clothing*.
7. Harshini, C. S. (2015). *The effect of social media advertising on consumer buying interest*.
8. Preetham, L., & Mohan, N. (2019). *Research on the impact of social media on consumer purchases*.
9. Jothi, A., & Gaffoor, A. M. *The impact of social media on online shopping*.
10. Funde, Y., & Mehta, Y. (2014). *Effect of social media on purchase decision*.
11. Kour, M. (2020). *The impact of social media marketing for consumer buying behavior*.
12. Dayal, S. (2016). *Analyzing the impact of social media on web purchasing behavior of Indian consumers*.
13. Sulaipher, M., & Joy, J. . *The impact of social media marketing on Kerala rural advisors*.
14. Kaur, S., Arora, N., & Kaur, H. (2019). *The impact of digital media on consumer buying behavior*.

SOCIAL MEDIA INFLUENCERS AND ITS CREDIBILITY FACTORS INFLUENCING BUYING BEHAVIOUR

Influencers, who exhibit honesty, integrity and sincerity in their reliable and ethical behaviour, are therefore perceived to be more credible (Buhlmann and Gisler, 2016). The following five credibility traits form trust and eventually to buying behaviour (Buhlmann and Gisler, 2016).

1. Knowledge

Concepts or ideas following certain rules and laws are considered as knowledge which is fine-tuned and verified by facts & evidence (Qamar et al., 2011). People are more likely to accept the influencer's recommendation when they feel like they are authorities or highly educated on their topics (Gashi, 2017). When influencers promote products, your followers are more likely to see them as trustworthy and real because they are knowledgeable about the products. Here knowledge is defined as the profound perceptions influencers spare with their following to transduce the brand (Moore et al., 2018).

2. Relatability

Relatability is the bridge between influencers and their followers, describing when influencers divulge their own stories and experiences to build empathy with those in their peer set. Relatability is one of the hardest things for a person to pretend to have. Some attributes of relatability for influencers to exhibit are accessibility, authenticity, believability, imitability and intimacy which suggests that their community is attracted to and connect with them due to their ability (Forbes, 2016).

3. Helpfulness

Influencers is defined as when they provide assistance and advice that could persuade consumers for purchasing a product (Forbes, 2016). Influencers who give advice are seen as helpful when recommending products, thus benefitting both the enterprise and their audience (Moore et al., 2018).

4. Confidence

According to Glucksman (2017), influencers who believes in themselves and their own abilities believe their words and in their abilities. Therefore, the followers of influencers trust cocoons can purchase the products they endorse prominently due to the influencers (Glucksman, D. (2017).

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

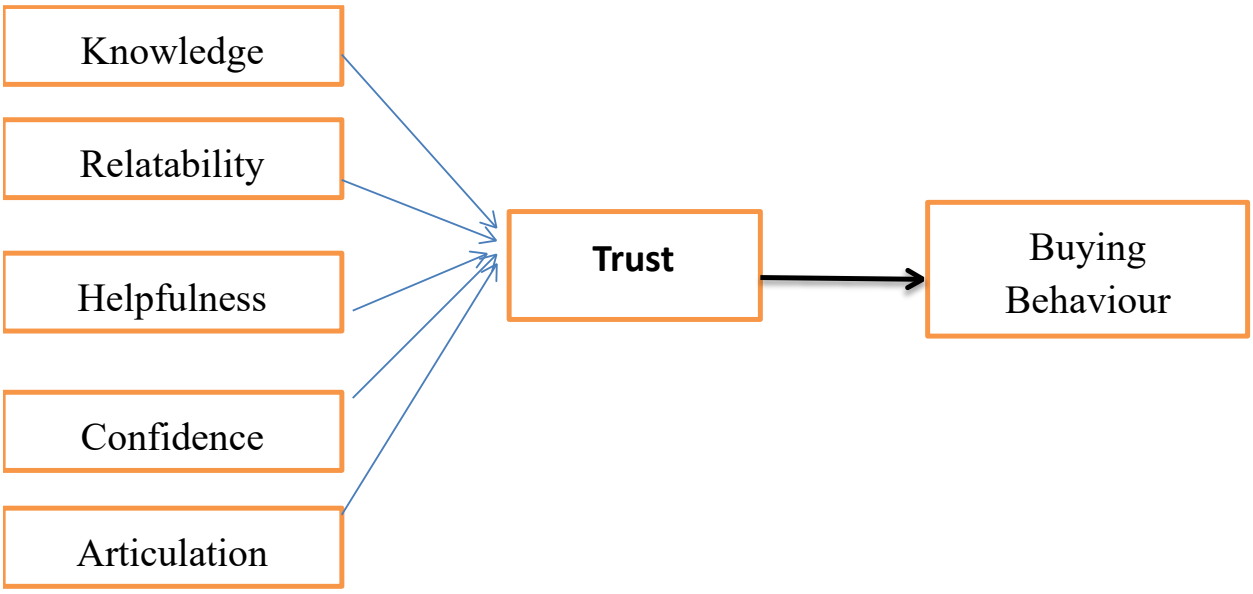
5. Articulation

The influencer uses succinct communication when presenting information to help the target audience better understand the product verbally and visually (Forbes, 2016). Articulation has to do with more technical abilities such as video editing and presentation. Above all, influencers must be able to communicate well, provide stunning graphics, and engage their listeners.

6. Trust

Therefore, trust, that is, the disposition of a person to be affected by the acts of another person, has become a fundamental characteristic to facilitate purchases and transactions in online environments (Oliveira T., et al. 2017). Trust, which encompasses behaviors such as sharing personal information and shopping, often lowers consumer perceptions of confusion or risk (Zasuwa, 2018). In the present work, competence, benevolence and integrity have been defined as second order reflective construct. There are not only the aforementioned traits that determin the trust, but they also emphasize on the overall trust propensity of the trustee (Chen and Dhillon, 2013).

Social media influencer credibility traits affecting purchase behaviour



RESEARCH METHODOLOGY

In addition to these designations, it is heavily depended on framing research question(s), as research design is directed to either explanatory, descriptive, exploratory or evaluative study, or any combinations of these.

Explanatory research—the type of research that is conducted to understand why certain concerns were not addressed (or not conducted as expected) in the previous study. It gives a solution to the what and the how of things. Descriptive research is an observational and non-invasive approach in which you observe and describe the behaviour of the entity you are studying through the use of a scientific methodology. The purpose of exploratory research is to determine or explain a problem and it gives the answers “why,” “how” and “when. Finally, evaluative research that evaluates the subject of study and answers "when," "where," "which," or "who" type questions. This research will bridge the knowledge gaps that emerged from literature review and are reflected in research questions, theoretical framework created, and hypotheses formulated. Thus such explanatory research is needed for conducting this study, the follow up analysis is aimed at it.

Research Strategy

These assists always in gathering data for the research to fill in the gap experienced by the literature evaluation. With research strategy, it has different types, which are experiment, survey, case study archival research, ethnography, action research, grounded theory and narrative enquiry

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

In this research work survey strategy has been selected. It is very helpful to get the responses by using a well-defined questionnaire according to a research objective. This research work created a questionnaire survey that consists of dichotomous, multi options questions and likert question rating level on 1 to 5. By using the review, the data collected is quantitative in nature and by using certain statistical tools the outcomes of the research can be presented and interpreted in terms of graphs and pie charts and the statistical test can also be applied to prove the hypotheses undertaken under this research. This will help identify cause and effect relation thus satisfying the research study objective on how social media influencer impact generation Z buying behaviour.

ANALYSIS AND INTERPRETATION

Data analysis has been done after careful editing, coding, and tabulation of data.
Demographic profile of the responses: -

Table no. 1 – Table showing demographic details of the respondents.

Sl. Number	Gender	No. of responses	% of response
1.	Male	78	39%
2.	Female	122	61%
3.	Other	0	0
4.	Total	200	200

Descriptives

[DataSet1]

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
IT1	206	4	1	5	3.89	1.051	1.105
IT2	206	4	1	5	4.05	1.051	1.104
IT3	206	4	1	5	3.98	1.084	1.175
IT4	206	4	1	5	4.15	1.032	1.065
EI1	206	4	1	5	3.90	.988	.976
EI2	206	4	1	5	4.09	.989	.978
EI3	198	4	1	5	3.98	1.083	1.172
PB1	206	4	1	5	3.97	1.007	1.014
PB2	206	4	1	5	4.13	1.081	1.168
PB3	206	4	1	5	4.02	1.038	1.077
PB4	206	4	1	5	4.13	1.056	1.116
C&A1	206	4	1	5	4.05	.979	.958
C&A2	206	4	1	5	4.21	1.031	1.064
C&A3	206	4	1	5	4.18	1.032	1.065
Valid N (listwise)	198						

Interpretation of Descriptive Statistics

Descriptive statistics were computed to study how social media influencers affect purchasing decisions of Indian Generation Z members. The responses from 206 subjects provide valuable information about their attitudes and actions.

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

Influencer trust is measured through items IT1 to IT4. Statistical analysis indicates that the average Gen Z respondent shows moderate agreement with trust-related statements regarding influencers through responses ranging from 3.89 to 4.15. The trust levels show moderate strength which stands necessary to establish influence effectively. Respondents demonstrated a middle level of agreement toward these items based on their 1.0 standard deviation measurements.

Emotional influence emerges from items EI1 through EI3. The emotional connections between influencers and their audience maintain uniform strength based on scores ranging between 3.90 and 4.15. Data shows that emotional appeal constitutes a particularly strong component of influencer impact because EI3 has the highest mean score (4.15).

The PB1 to PB4 items focus on purchase behaviors. Research evidence supports influencer impact on Gen Z buying behavior as indicated by the findings that show scores ranging from 3.97 to 4.13. These consistent mean ratings demonstrate that the messaging from influencers effectively influences genuine buying choices.

The C&A1 to C&A3 items likely represent content and authenticity perceptions. The data reveals that Gen Z viewers strongly prefer authentic influencer content because their scores measure 4.14 to 4.18 on average. The smaller standard deviations in these items reflect improved agreement among respondents regarding the need for authenticity in influencing their choices.

Overall, the data suggest that Gen Z in India is significantly influenced by social media influencers, especially when they perceive them as trustworthy, emotionally engaging, and authentic. These aspects play a key role in shaping their purchasing behavior. The relatively low variance across items also indicates that these trends are consistently observed across the sample.

Correlations

[DataSet1]

Descriptive Statistics

	Mean	Std. Deviation	N
IT1	3.89	1.051	206
EI1	3.90	.988	206

Correlations

		IT1	EI1
IT1	Pearson Correlation	1	.680**
	Sig. (2-tailed)		.000
	N	206	206
EI1	Pearson Correlation	.680**	1
	Sig. (2-tailed)	.000	
	N	206	206

**. Correlation is significant at the 0.01 level (2-

Interpretation of Correlation Analysis

The relationship between influencer trust and emotional influence needed further investigation which led to performing a Pearson correlation analysis. IT1 showed a strong positive relationship with EI1 based on their comparison results with r = 0.680. The measurement scale revealed Mean = 3.89 and SD = 1.051 for IT1 and Mean = 3.90 and SD = 0.988 for EI1. The obtained result exhibits a statistically significant correlation at the 0.01 level ($p < 0.01$).

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

When Gen Z individuals trust social media influencers their emotional connections to those influencers become stronger. The strong positive value proves that trust and emotional impact align together because audiences perceive influencers with higher levels of trust to create more emotional influence.

The discovery about trust as a significant research element demonstrates how this factor strengthens emotional bonds which form between influencers and their audience members. The emotional impact of influencers on consumers drives purchasing behavior so this correlation serves as the main reason Gen Z individuals let influencer recommendations guide their spending decisions.

The foundation of trust must always be a primary focus for marketers and brands who wish to engage Gen Z consumers through influencer collaboration because it increases emotional connection and consumer purchasing intent.

T-Test

[DataSet1]

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
EI1	206	3.90	.988	.069
PB1	206	3.97	1.007	.070

One-Sample Test

	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
EI1	56.705	205	.000	3.903	3.77	4.04
PB1	56.604	205	.000	3.971	3.83	4.11

Interpretation of Correlation Analysis

The relationship between influencer trust and emotional influence needed further investigation which led to performing a Pearson correlation analysis. IT1 showed a strong positive relationship with EI1 based on their comparison results with r = 0.680. The measurement scale revealed Mean = 3.89 and SD = 1.051 for IT1 and Mean = 3.90 and SD = 0.988 for EI1. The obtained result exhibits a statistically significant correlation at the 0.01 level ($p < 0.01$).

When Gen Z individuals trust social media influencers their emotional connections to those influencers become stronger. The strong positive value proves that trust and emotional impact align together because audiences perceive influencers with higher levels of trust to create more emotional influence.

The discovery about trust as a significant research element demonstrates how this factor strengthens emotional bonds which form between influencers and their audience members. The emotional impact of influencers on consumers drives purchasing behavior so this correlation serves as the main reason Gen Z individuals let influencer recommendations guide their spending decisions.

FINDINGS OF THE STUDY

1. The association between influencer trust (IT1) and emotional influence (EI1) produces a high strong correlation (r = 0.680) which reaches statistical significance at 0.01.
2. Young Generation consumers who trust influencers tend to develop intense emotional bonds with those influencers.
3. Purchasing decisions made by Generation Z individuals are primarily driven by emotions which become more powerful when they trust the influencers.
4. A strong positive relationship (r = 0.680, $p < 0.01$) exists between trust in influencers (IT1) and emotional influence (EI1) which establishes trust as a major factor in developing emotional connection.

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 6 | June 2025 - Peer Reviewed Journal

5. The emotional impact on Gen Z becomes stronger when they develop increasing trust in their influencers because they then become more responsive to influencer communication.
6. The purchasing choices of Gen Z respond directly to their emotional bonds since trust acts as the cornerstone of their decision-making behavior.
7. Trust operates as a fundamental business tool which serves as the essential basis for all operations.

CONCLUSION

1. Social media personalities earn Gen Z buying decisions because these consumers depend on their credibility along with trust to make their purchasing choices. The buying choices of Generation Z are more affected by authenticity together with expertise and relatability rather than appearance-based traits.
2. The younger generation shows a clear preference for truthful content in addition to one-on-one communication instead of standard promotional methods. Authentic influencers with follower-aligned values generate stronger influence on audience attitudes combined with behavioral changes.
3. Gen Z develops trusted friendships with influencers because of parasocial connections which essentially determines how they consume products.
4. Gen Z evaluates product prices and purchasing patterns based strongly on the prolonged use of Instagram and YouTube content promoted by influencers. The interweaving of promotional material with entertaining stories completes a natural flow that minimizes the irritating feel of the promotions.
5. Brand partnerships between established brands and reliable influencers enable them to overcome conventional advertising hurdles successfully. Companies achieve better Gen Z audience engagement when they use influencers to access their wide-reaching networks and personal touch points.

BIBLIOGRAPHY

1. *Abidin, C. (2016). "Aren't these just young, rich women doing vain things online?": Influencer selfies as subversive frivolity. Social Media + Society, 2(2). https://doi.org/10.1177/2056305116641342*
2. *Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'–credibility and self-presentation of micro-celebrities on social media. Information, Communication & Society, 22(10), 1432–1446. https://doi.org/10.1080/1369118X.2018.1438491*
3. *Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. Marketing Intelligence & Planning, 37(5), 567–579. https://doi.org/10.1108/MIP-09-2018-0375*
4. *Lim, X. J., Radzol, A. M., Cheah, J. H., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. Asian Journal of Business Research, 7(2), 19–36. https://doi.org/10.14707/ajbr.170035*
5. *Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501*