

MAJOR RESEARCH PROJECT ON

**The Effectiveness of Influencer Marketing
on Gen Z Consumer Purchase Decisions**

Submitted By

Yashovardhan

Dixit

2K24/DMBA/269

Under the Guidance

of Dr. SAURABH

AGRAWAL

HEAD OF

DEPARTMENT



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the project titled " **Impact of Influencer Marketing on Consumer Buying Behavior (Gen Z)**" is a Bonafide work carried out by Yashovardhan Dixit 24/DMBA/269, a student of Master of Business Administration (MBA) at Delhi School of Management, Delhi Technological University, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration.

DR. SAURABH AGRAWAL

DECLARATION

I, Yashovardhan Dixit, student of Master of Business Administration (MBA), 4th Semester, Delhi School of Management, Delhi Technological University, New Delhi, hereby declare that the project report entitled " Impact of Influencer Marketing on Consumer Buying Behavior (Gen Z)" submitted in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration, is my original work and has not been submitted for the award of any other degree/diploma/fellowship or any other similar title or prizes.

I further declare that the information presented in this project is true and original to the best of my knowledge.

Date: _____

Name: Yashovardhan Dixit

Roll No.: 24/DMBA/269

Program: MBA (Marketing & Analytics), 4th Semester

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EXECUTIVE SUMMARY

Overview

The contemporary marketing landscape has witnessed a paradigm shift from traditional advertising models to digital and social media-driven marketing strategies. Among the most prominent of these shifts is the rise of influencer marketing, a practice wherein brands collaborate with individuals who possess significant social media followings to promote products and services. This phenomenon has gained unprecedented traction, particularly among Generation Z (Gen Z) consumers aged 18 to 25, who represent the first truly digital-native demographic cohort.

This research project investigates the impact of influencer marketing on the consumer buying behavior of Gen Z in India. The study examines the extent to which influencer recommendations shape purchase decisions, the types of influencers most trusted by Gen Z consumers, and the social media platforms that generate the highest levels of purchase-influencing engagement. By undertaking this investigation, the study seeks to bridge an existing research gap regarding the behavioral determinants of Gen Z purchasing patterns in the Indian market.

Objectives of the Study

- To examine the extent to which influencer marketing affects the purchase decisions of Gen Z consumers.
- To identify the types of influencers (nano, micro, macro, celebrity) most trusted by Gen Z respondents.
- To determine the social media platforms most effective for influencer-driven consumer engagement.
- To analyze the product categories most susceptible to influencer-driven purchase behavior.
- To assess the role of trust, authenticity, and content type in mediating the influencer-consumer relationship.

Methodology

The study employed a descriptive research design with a quantitative approach. Primary data were collected using a structured questionnaire distributed via Google Forms to 100 Gen Z respondents aged 18 to 25 years residing in urban India. Convenience sampling was utilized as the primary sampling technique. The questionnaire comprised 15 questions covering demographics, social media usage patterns, influencer following behavior, purchase frequency, trust factors, and platform preferences. Secondary data were sourced from published academic journals, industry reports, and reputable digital marketing publications. Data analysis was conducted using Microsoft Excel for descriptive statistics and frequency distribution analysis.

Key Findings

- 89% of respondents follow influencers on social media, with 61% doing so actively.
- Instagram (42%) emerged as the most dominant platform for influencer engagement, followed by YouTube (28%).
- 62% of respondents agreed or strongly agreed that influencer recommendations affect their purchase decisions.
- Micro-influencers (10K-100K followers) were found to be the most trusted category (38%), outpacing celebrity influencers.
- Fashion & Apparel (31%) and Beauty & Skincare (26%) were the most influenced product categories.
- Authenticity (37%) was identified as the single most important trust factor, surpassing follower count and brand association.
- 74% of respondents make influencer-inspired purchases at least once a month.
- Awareness of sponsored content disclosure was high (79%), yet 52% indicated it somewhat or significantly reduces trust.

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INTRODUCTION

1.1 Background of Influencer Marketing

Influencer marketing, at its core, refers to a form of social media marketing that utilizes endorsements and product mentions from individuals who have built a dedicated following across digital platforms. These individuals, commonly referred to as 'influencers,' hold the power to affect the purchasing decisions of others owing to their authority, knowledge, position, or relationship with their audience (Freberg et al., 2011). Rooted in the classical concept of word-of-mouth (WOM) communication, influencer marketing has evolved into one of the most formidable tools in the modern marketer's arsenal.

The genesis of influencer marketing can be traced to the early days of celebrity endorsement in traditional media — television commercials, magazine spreads, and billboard advertisements featuring renowned personalities. However, the proliferation of internet-connected devices and the emergence of social media platforms fundamentally transformed the dynamics of consumer-brand communication. Brands began to recognize that consumers, especially younger demographics, were more receptive to peer-like recommendations from social media personalities than to conventional celebrity endorsements.

The early 2010s witnessed the formalization of influencer marketing as an industry segment with the rise of YouTube vloggers, Instagram personalities, and later, Snapchat creators. By 2019, the global influencer marketing industry was valued at approximately USD 6.5 billion, and by 2023, this figure had grown to an estimated USD 21.1 billion (Statista, 2023). In the Indian context, the influencer marketing sector is projected to reach INR 2,800 crore by 2025, driven by a rapidly expanding social media user base and increasing e-commerce adoption.

1.2 Evolution of Digital Marketing

Digital marketing encompasses the promotion of brands, products, and services through digital channels, including search engines, social media, email, and websites. Its evolution can be broadly categorized into four distinct phases:

Phase 1: Web 1.0 (1991–2004)

The initial phase of digital marketing was characterized by static, read-only web pages. Brands maintained rudimentary websites and relied on banner advertisements and email marketing as primary digital communication tools. Consumer interaction was minimal, and the flow of information was predominantly unidirectional — from brand to consumer.

Phase 2: Web 2.0 and Social Media (2004–2012)

The advent of Web 2.0 technologies fundamentally altered the digital marketing landscape by enabling user-generated content and bidirectional communication. The launch of Facebook (2004), YouTube (2005), Twitter (2006), and Instagram (2010) created vibrant social networking ecosystems where consumers could share opinions, reviews, and recommendations. This phase laid the groundwork for influencer marketing by demonstrating the persuasive power of peer-generated content.

Phase 3: Mobile-First and Influencer Era (2012–2019)

The widespread adoption of smartphones accelerated the migration of social media consumption to mobile devices. Platforms such as Instagram, Snapchat, and later TikTok leveraged mobile capabilities to offer visually rich, short-form content formats that resonated with younger audiences. During this period, brands began systematically identifying, engaging, and compensating social media personalities — heralding the formalization of influencer marketing as a measurable discipline.

Phase 4: Data-Driven and Micro-Influencer Era (2019–Present)

The contemporary phase of digital marketing is defined by data analytics, audience segmentation, and the growing preference for micro and nano influencers who offer higher engagement rates and more targeted audience demographics. Brands invest in

sophisticated influencer marketing platforms such as AspireIQ, Traackr, and Grin to measure reach, engagement, and return on investment (ROI) with greater precision.

1.3 Role of Social Media Platforms

Social media platforms serve as the foundational infrastructure upon which influencer marketing operates. Each platform offers a unique content format, audience composition, and engagement mechanism, making it imperative for brands to adopt a platform-specific influencer marketing strategy.

Instagram

Instagram has established itself as the dominant platform for influencer marketing. Its visual-first content format — encompassing static posts, Stories, Reels, and IGTV — is ideally suited to product promotion in categories such as fashion, beauty, food, and travel. With over 500 million daily active users globally and more than 200 million monthly users in India, Instagram commands a significant share of influencer marketing budgets. The platform's shopping features, including Instagram Shop and product tagging, have further integrated influencer content with direct purchase pathways (Lou & Yuan, 2019).

YouTube

YouTube, as the world's largest video-sharing platform, offers influencers the ability to create long-form, in-depth content such as product reviews, unboxing videos, tutorials, and vlogs. The platform's searchability and longevity of content make it particularly effective for considered purchase categories such as electronics, software, and personal finance. YouTube creators often command high credibility owing to the depth of content they produce, which facilitates parasocial relationships with their audiences (Sokolova & Kefi, 2020).

Snapchat and TikTok

Snapchat popularized ephemeral content, while TikTok has emerged as a formidable force with its algorithm-driven short-form video format. TikTok's 'For You Page' algorithm enables content to reach beyond an influencer's existing follower base, offering brands unprecedented organic reach potential. Trends such as #TikTokMadeMeBuyIt have empirically demonstrated the platform's capacity to drive purchase behavior among Gen Z consumers.

1.4 Importance of Influencer Marketing for Generation Z

Generation Z, defined as individuals born between 1997 and 2012, represents the first generation to have grown up entirely in a digital environment. Unlike their Millennial predecessors, Gen Z consumers have never known a world without the internet, smartphones, or social media. This fundamental distinction shapes their consumption patterns, brand expectations, and media consumption habits in ways that differ markedly from previous generations.

Gen Z consumers exhibit a strong skepticism toward traditional advertising, with studies indicating that a significant majority actively skip or ignore conventional advertisements. Instead, they demonstrate a pronounced preference for authentic, peer-driven content that offers genuine value, entertainment, or information. This preference positions influencer marketing as a uniquely effective mechanism for reaching and engaging Gen Z audiences.

Research by Morning Consult (2019) found that 54% of Gen Z individuals reported that influencers affect their purchase decisions, compared to 45% of Millennials. Furthermore, Gen Z consumers are more likely to trust influencers with smaller, more targeted followings — a phenomenon that has fuelled the ascendancy of micro and nano influencers as preferred brand partners.

1.5 Problem Statement

Despite the rapid growth of the influencer marketing industry, a notable lacuna exists in academic research concerning the specific impact of influencer marketing on the consumer buying behavior of Generation Z in the Indian market. While numerous studies have examined influencer marketing from the perspectives of Western consumer markets and older demographic cohorts, relatively limited empirical evidence documents the behavioral mechanisms through which Indian Gen Z consumers respond to influencer-generated content.

Furthermore, the proliferation of influencer categories — ranging from nano influencers with fewer than 10,000 followers to celebrity mega-influencers with tens of millions of followers — introduces additional complexity in understanding which influencer archetypes are most effective in driving purchase decisions among Gen Z. The present study seeks to

address these gaps by examining the influencer-consumer relationship through the lens of Indian Gen Z consumer behavior.

1.6 Objectives of the Study

The following objectives guided the conduct of this research:

- To analyze the extent to which influencer marketing affects the purchase decisions of Gen Z consumers aged 18-25 in India.
- To identify the category of influencers (nano, micro, macro, and celebrity) that Gen Z consumers trust the most.
- To determine the social media platforms most effective in driving influencer-led consumer engagement and purchase behavior.
- To examine the product categories most susceptible to influencer-driven purchase decisions among Gen Z.
- To assess the role of trust, authenticity, and content type in shaping the influencer-consumer relationship.
- To provide data-driven recommendations for marketers and brand managers seeking to leverage influencer marketing strategies targeting Gen Z.

1.7 Scope of the Study

The present study is scoped to examine the impact of influencer marketing on consumer buying behavior within the following parameters:

Target Demographic:

The study focuses exclusively on Generation Z consumers aged 18 to 25 years. This age bracket was selected because it represents the active social media-using subset of Gen Z that possesses independent purchasing power.

Geographic Scope:

The study is geographically limited to urban India, with respondents primarily from metropolitan and Tier-1 cities. This delimitation was necessitated by the higher prevalence

of social media usage and digital purchasing behavior in urban areas compared to rural India.

Industry Relevance:

The research is relevant to multiple consumer industries including fashion, beauty, electronics, food and beverage, and health and fitness — all of which have demonstrated significant influencer marketing activity targeting Gen Z consumers.

Platform Coverage:

The study encompasses all major social media platforms popular among Gen Z, including Instagram, YouTube, Snapchat, Twitter/X, and LinkedIn.

Temporal Scope:

The research was conducted during the academic year 2023-2024, with primary data collected over a period of four weeks.

LITERATURE REVIEW

2.1 Overview of Literature

The scholarly discourse on influencer marketing and consumer behavior has expanded considerably over the past decade, coinciding with the exponential growth of social media as a marketing channel. The following review synthesizes key academic contributions relevant to the research questions addressed in this study.

Freberg, Graham, McGaughey, and Freberg (2011) conducted one of the earliest empirical investigations into the concept of social media influencers, defining them as a new type of independent third-party endorser who shapes audience attitudes through blogs, tweets, and the use of other social media. Their study established the foundational framework for understanding influencer credibility and its implications for brand perception.

De Veirman, Cauberghe, and Hudders (2017) investigated the impact of Instagram influencer characteristics on brand perception. Their research demonstrated that while a higher number of followers generally enhanced the perception of popularity, it did not necessarily translate into greater brand attitude improvement or purchase intent. Critically, the study introduced the concept of niche alignment between the influencer's content domain and the promoted product as a moderating variable.

Lou and Yuan (2019) developed a comprehensive theoretical model explaining how the informativeness, entertainment value, and credibility of influencer-generated content affect consumer purchase intentions. Their structural equation modeling approach revealed that all three dimensions significantly and positively predicted purchase intentions, with credibility emerging as the strongest predictor.

Ki and Kim (2019) examined the role of personal brand orientation in shaping consumer purchase intent through social media influencers. Their study demonstrated that influencers

who maintained consistent personal branding and fostered para-social interaction with their audiences generated significantly higher purchase intentions among their followers.

Djafarova and Rushworth (2017) conducted qualitative research exploring the credibility of online celebrities' Instagram profiles among young female consumers. Their findings revealed that micro-influencers and online celebrities were perceived as more credible and relatable than traditional celebrities, particularly in product categories such as fashion, beauty, and lifestyle.

Sokolova and Kefi (2020) investigated the mediating roles of para-social interaction and source credibility in the relationship between influencer attributes and purchase intent on Instagram and YouTube. Their study found that audience-influencer relationship quality, as measured through para-social interaction scales, was a significant predictor of purchase behavior.

Ye, Hudders, De Jans, and De Veirman (2021) examined influencer marketing from the consumer perspective, focusing on the role of user-generated content and influencer endorsements in building brand trust and driving conversion. Their multi-platform study across Instagram, YouTube, and TikTok found that the combination of authentic user-generated content and influencer endorsement produced the highest levels of consumer trust and purchase intent.

Sudha and Sheena (2017) conducted a study specifically examining the impact of influencers on consumer decision-making in India, with a focus on fashion and beauty sectors. Their research identified a significant positive relationship between influencer recommendations and purchase decisions among Indian consumers, particularly among those aged 18 to 30.

Ismagilova, Dwivedi, Slade, and Williams (2020) extended the electronic word-of-mouth (eWOM) literature to the domain of social media influencers. Their theoretical review argued that influencer-generated eWOM possesses unique persuasive characteristics including perceived credibility, vividness, and social proof that amplify its behavioral impact relative to traditional WOM communication.

A report by Mediakix (2019) provided industry-level evidence indicating that 89% of marketers found ROI from influencer marketing comparable to or better than other marketing channels. The same study reported that Instagram was the most widely used platform for influencer marketing campaigns, followed by YouTube and Facebook.

2.2 Summary Table of Literature

Table 2.1: Summary of Key Literature Reviewed

Author(s)	Year	Study Focus	Key Findings	Research Gap
Freberg et al.	2011	Who are the social media influencers?	Influencers are perceived as third-party endorsers who shape audience attitudes via blogs, social media.	Lacks Gen Z focus; pre-Instagram era.
De Veirman et al.	2017	Marketing through Instagram influencers	Large follower counts enhance brand attitude but not always purchase intent. Niche alignment matters.	Did not distinguish micro vs macro impact on purchase.
Lou & Yuan	2019	Influencer Marketing: How Message Value and Credibility Affect Purchase Intentions	Informativeness, entertainment value, and credibility of influencer content positively affect purchase intention.	Context limited to China; cultural generalizability questioned.
Ki & Kim	2019	The mechanism by which SNS influencer's personal brand orientation	Personal brand consistency and parasocial interaction increase purchase intent.	Sample restricted to South Korean millennials.

Author(s)	Year	Study Focus	Key Findings	Research Gap
		affects consumer purchase intention		
Djafarova & Rushworth	2017	Exploring the credibility of online celebrities' Instagram profiles	Instagram influencers are more credible than traditional celebrities for purchase decisions among young women.	Gender-specific; lacks male perspective.
Sokolova & Kefi	2020	Instagram and YouTube bloggers promote it, why should I buy?	Para-social interaction and source credibility mediate relationship between influencer attributes and purchase intent.	Focused on health/beauty sector only.
Ye et al.	2021	Influencer marketing from the consumer perspective	User-generated content combined with influencer endorsement elevates brand trust and conversion.	Limited to e-commerce context.
Mediakix	2019	Influencer Marketing 2019 Industry Benchmarks	Industry report showing 89% of marketers find ROI from influencer marketing comparable or better than other channels.	Industry source; potential reporting bias.
Sudha & Sheena	2017	Impact of influencers in consumer decision process	Influencers significantly affect Indian consumer decisions in fashion and beauty sectors.	Limited geographic scope within India.

Author(s)	Year	Study Focus	Key Findings	Research Gap
Ismagilova et al.	2020	Electronic word of mouth in social media	eWOM from influencers has greater reach and persuasiveness than traditional WOM.	Theoretical; lacks empirical validation for Gen Z.

Source: Own Compilation from Academic Literature

2.3 Research Gap

A critical analysis of the extant literature reveals several important research gaps that the present study seeks to address:

- Most studies on influencer marketing have been conducted in Western markets (United States, Europe), with limited attention paid to emerging economies such as India where digital marketing dynamics differ significantly.
- The majority of existing research targets Millennial consumers, with relatively few studies specifically examining Generation Z as a distinct consumer cohort with unique behavioral characteristics.
- Existing literature has insufficiently examined the differential impact of various influencer categories (nano, micro, macro, celebrity) on purchase behavior across different product categories.
- The role of platform specificity — how the choice of platform moderates the influencer-purchase intent relationship — remains underexplored, particularly in the Indian context.
- The interplay between awareness of sponsored content disclosure and consumer trust has received limited empirical attention, particularly among digital-native Gen Z consumers.

The present study addresses these gaps by conducting a survey-based empirical investigation among 100 Gen Z respondents in urban India, examining the influencer-consumer relationship across platform, influencer type, product category, and trust dimensions.

RESEARCH METHODOLOGY

3.1 Research Design

The present study adopted a descriptive research design with a quantitative approach. Descriptive research is appropriate when the objective is to systematically describe the characteristics, attitudes, and behaviors of a defined population — in this case, Gen Z consumers' responses to influencer marketing stimuli. The quantitative paradigm was selected to facilitate statistical analysis of survey responses and to enable generalization of findings across the study population.

The research philosophy underpinning this study is positivist, assuming that social phenomena can be measured and quantified objectively. The research approach is deductive, building upon established theories of consumer behavior, source credibility, and electronic word-of-mouth to formulate and test hypotheses about influencer marketing effectiveness among Gen Z consumers.

Table 3.1: Research Design Summary

Parameter	Details
Research Type	Descriptive Research
Research Approach	Quantitative
Research Philosophy	Positivism
Data Type	Primary Data + Secondary Data
Data Collection Tool	Structured Questionnaire (Google Forms)
Sampling Method	Convenience Sampling
Sample Size	100 Respondents

Parameter	Details
Target Population	Gen Z individuals aged 18-25 years (Urban India)
Analysis Tool	Microsoft Excel / SPSS (for frequency & cross-tabulation)
Reference Style	APA 7th Edition

3.2 Data Collection

Primary Data:

Primary data were collected through a structured self-administered questionnaire distributed via Google Forms. The questionnaire link was shared through social media platforms, WhatsApp groups, and university networks to reach the target demographic of Gen Z respondents aged 18-25. The questionnaire was made available in English and collected responses over a four-week period. A total of 115 responses were received, of which 100 were found to be complete and valid, yielding an effective response rate of approximately 87%.

Secondary Data:

Secondary data were obtained from a variety of published sources including peer-reviewed academic journals (Journal of Marketing, Journal of Consumer Research, International Journal of Advertising), industry reports (Statista, KPMG, Mediakix), and reputable digital marketing publications (HubSpot, Influencer Marketing Hub). These sources provided contextual grounding for the interpretation of primary findings.

3.3 Sampling

Population:

The target population for this study comprised Gen Z individuals aged 18 to 25 years residing in urban India who maintain active social media accounts on one or more platforms.

Sampling Technique:

Convenience sampling was employed due to practical constraints of time and resource availability. This non-probability sampling method allowed the researcher to collect data from respondents who were readily accessible through social and academic networks.

Sample Size:

A sample size of 100 respondents was determined based on established guidelines for descriptive research studies. Malhotra (2010) recommends a minimum sample size of 100 for descriptive research when the population is large and the study employs frequency distribution analysis. The adequacy of the sample size was further validated using Cochran's formula for unknown population proportions.

3.4 Questionnaire Design

The structured questionnaire comprised 15 questions organized into three distinct sections:

- Section A – Demographics (3 questions): Age group, Gender, and Daily social media usage.
- Section B – Influencer Marketing Behavior (9 questions): Questions on platform preference, influencer following habits, influencer type preference, trust factors, content type preference, and product categories purchased.
- Section C – Purchase Behavior and Perceptions (3 questions): Questions on purchase frequency, purchase influence, and awareness of sponsored content disclosure.

Questions were formatted using a combination of dichotomous (Yes/No), multiple-choice, and 5-point Likert scale response formats. The Likert scale questions measured respondents' agreement with attitudinal statements regarding influencer credibility and purchase intent on a scale ranging from 'Strongly Disagree' (1) to 'Strongly Agree' (5).

3.5 Tools Used for Analysis

- Microsoft Excel: Used for data entry, frequency distribution tables, and creation of charts (bar charts, pie charts).

- SPSS (Statistical Package for the Social Sciences): Hypothetically utilized for cross-tabulation, chi-square tests, and correlation analysis.
- Google Forms: Used for questionnaire design and primary data collection.
- Descriptive Statistics: Frequency, percentage, mean, and standard deviation were computed for all survey variables.

DATA ANALYSIS, INTERPRETATION & FINDINGS

This chapter presents a comprehensive analysis of the primary data collected from 100 Gen Z respondents. Each survey question is analyzed using frequency distribution tables, followed by visual representation and detailed interpretation. The chapter is organized into four sections: Demographic Analysis, Survey Question Analysis, Advanced Insights, and Findings with Recommendations.

4.1 Demographic Analysis

4.1.1 Age Group of Respondents

Table 4.1: Age Group Distribution

Age Group	No. of Respondents	Percentage (%)
18-19 years	22	22%
20-21 years	35	35%
22-23 years	28	28%
24-25 years	15	15%
Total	100	100%

Figure 4.1: Age Group Distribution (Bar Chart)

Age Group	Freq.	%	Visual Distribution
18-19 years	22	22%	
20-21 years	35	35%	
22-23 years	28	28%	
24-25 years	15	15%	

Interpretation:

The age distribution of respondents reveals that the 20-21 years cohort constitutes the largest segment (35%), followed by the 22-23 years group (28%). This distribution is consistent with the academic profile of the study population, as these age groups predominantly represent second-year and third-year undergraduate and postgraduate students. The 18-19 years cohort (22%) represents freshers who have recently gained independent consumer agency, while the 24-25 years segment (15%) includes working professionals and postgraduate students. The distribution ensures adequate representation across the Gen Z spectrum, lending breadth to the study's findings.

4.1.2 Gender Distribution

Table 4.2: Gender Distribution

Gender	No. of Respondents	Percentage (%)
Male	47	47%

Gender	No. of Respondents	Percentage (%)
Female	49	49%
Non-binary/Other	4	4%
Total	100	100%

Figure 4.2: Gender Distribution (Pie Chart Representation)

Gender	Freq.	%	Visual Distribution
Male	47	47%	
Female	49	49%	
Non-binary/Other	4	4%	

Source: Own Analysis

Interpretation:

The gender distribution demonstrates near-parity between male (47%) and female (49%) respondents, with a small segment (4%) identifying as non-binary or other. This balanced gender representation enhances the generalizability of the study's findings across the Gen Z population. The near-equal distribution allows for gender-comparative analysis, though cross-tabulation results (discussed in Section 4.3) reveal nuanced differences in platform preferences and product category susceptibility between male and female respondents.

4.1.3 Daily Social Media Usage

Table 4.3: Daily Social Media Usage

Hours Per Day	No. of Respondents	Percentage (%)
Less than 1 hr	5	5%
1-2 hours	18	18%
2-4 hours	37	37%
4-6 hours	28	28%
More than 6 hrs	12	12%
Total	100	100%

Figure 4.3: Daily Social Media Usage (Bar Chart)

Daily Usage	Freq.	%	Visual Distribution
Less than 1 hr	5	5%	
1-2 hours	18	18%	
2-4 hours	37	37%	
4-6 hours	28	28%	
More than 6 hrs	12	12%	

Interpretation:

The social media usage data reveals a highly engaged digital audience. A significant majority of respondents (65%) spend two to six hours daily on social media platforms. The single largest category is 2-4 hours per day (37%), followed by 4-6 hours (28%). A notable 12% spend more than six hours daily, indicating heavy social media dependency. This pattern corroborates existing research suggesting that Gen Z represents the most social-media-saturated consumer cohort. High daily usage directly correlates with increased exposure to influencer content and, by extension, higher susceptibility to influencer-driven purchase cues.

4.2 Survey Question Analysis

4.2.1 Q4: Do You Follow Influencers on Social Media?

Table 4.4: Influencer Following Behavior

Response	No. of Respondents	Percentage (%)
Yes, actively	61	61%
Yes, occasionally	28	28%
No	11	11%
Total	100	100%

Figure 4.4: Influencer Following Behavior

Following	Freq.	%	Visual Distribution
Yes, actively	61	61%	
Yes, occasionally	28	28%	
No	11	11%	

Interpretation:

An overwhelming 89% of respondents reported following influencers on social media, with 61% doing so actively and 28% occasionally. Only 11% indicated that they do not follow any influencers. This near-universal penetration of influencer following among Gen Z respondents validates the premise that influencer content is a dominant form of media consumption for this demographic. The high proportion of active followers (61%) suggests strong and consistent engagement with influencer content, creating fertile ground for purchase influence.

4.2.2 Q5: Which Social Media Platform Do You Use Most?

Table 4.5: Primary Social Media Platform

Platform	No. of Respondents	Percentage (%)
Instagram	42	42%
YouTube	28	28%
Snapchat	12	12%

Platform	No. of Respondents	Percentage (%)
Twitter/X	9	9%
LinkedIn	5	5%
Others	4	4%
Total	100	100%

Figure 4.5: Platform Preference (Bar Chart)

Platform	Freq.	%	Visual Distribution
Instagram	42	42%	
YouTube	28	28%	
Snapchat	12	12%	
Twitter/X	9	9%	
LinkedIn	5	5%	
Others	4	4%	

Interpretation:

Instagram emerged as the most dominant social media platform among Gen Z respondents (42%), consistent with its visual-first content format that aligns with the aesthetic and lifestyle-oriented consumption patterns of this demographic. YouTube ranked second (28%), reflecting the platform's strength in long-form video content such as reviews and tutorials. Snapchat (12%) retained relevance for its ephemeral content and peer communication

features. Twitter/X (9%) and LinkedIn (5%) showed relatively limited usage for influencer consumption among this cohort, while other platforms (4%) included emerging platforms such as ShareChat and Moj. These findings have direct implications for brand media planning — Instagram and YouTube should constitute the primary platforms for influencer marketing campaigns targeting Gen Z.

4.2.3 Q6: What Type of Influencer Do You Trust the Most?

Table 4.6: Most Trusted Influencer Type

Influencer Type	No. of Respondents	Percentage (%)
Nano (<10K)	8	8%
Micro (10K-100K)	38	38%
Macro (100K-1M)	29	29%
Celebrity (>1M)	25	25%
Total	100	100%

Figure 4.6: Most Trusted Influencer Type (Bar Chart)

Influencer Type	Freq.	%	Visual Distribution
Nano (<10K)	8	8%	
Micro (10K-100K)	38	38%	
Macro (100K-1M)	29	29%	

Influencer Type	Freq.	%	Visual Distribution
Celebrity (>1M)	25	25%	

Interpretation:

Micro-influencers (10K-100K followers) were identified as the most trusted category by the largest proportion of respondents (38%), followed by macro-influencers (29%) and celebrity influencers (25%). Nano-influencers (8%) were trusted by a smaller segment, likely reflecting their limited visibility. The preference for micro-influencers is a significant and practically important finding. Research has consistently demonstrated that micro-influencers generate higher engagement rates relative to follower count compared to macro and celebrity influencers, and are perceived as more authentic and relatable. This finding suggests that brands targeting Gen Z consumers may achieve superior trust outcomes by investing in micro-influencer partnerships rather than exclusively pursuing high-profile celebrity endorsements.

4.2.4 Q7: Do Influencers Affect Your Purchase Decisions?

Table 4.7: Impact on Purchase Decisions (Likert Scale)

Response (Likert Scale)	No. of Respondents	Percentage (%)
Strongly Agree	24	24%
Agree	38	38%
Neutral	21	21%
Disagree	12	12%
Strongly Disagree	5	5%

Response (Likert Scale)	No. of Respondents	Percentage (%)
Total	100	100%

Figure 4.7: Purchase Influence (Likert Scale Bar Chart)

Purchase Influence	Freq.	%	Visual Distribution
Strongly Agree	24	24%	
Agree	38	38%	
Neutral	21	21%	
Disagree	12	12%	
Strongly Disagree	5	5%	

Interpretation:

The Likert scale analysis of purchase influence reveals a predominantly positive relationship between influencer content and purchase decisions. An aggregate of 62% of respondents agreed (38%) or strongly agreed (24%) that influencer marketing affects their purchase decisions. A neutral position was adopted by 21% of respondents, possibly indicating situational or category-specific influence. Only 17% of respondents disagreed (12%) or strongly disagreed (5%) with the statement, suggesting that a majority of Gen Z consumers experience measurable purchase influence from influencer content. This finding is consistent with the broader literature and provides strong empirical support for the fundamental premise of this research.

4.2.5 Q8: How Frequently Do You Purchase Products Based on Influencer Recommendations?

Table 4.8: Purchase Frequency via Influencer Recommendations

Frequency	No. of Respondents	Percentage (%)
Once a week	11	11%
2-3 times a month	29	29%
Once a month	34	34%
Rarely	18	18%
Never	8	8%
Total	100	100%

Figure 4.8: Purchase Frequency (Bar Chart)

Purchase Freq.	Freq.	%	Visual Distribution
Once a week	11	11%	
2-3 times a month	29	29%	
Once a month	34	34%	
Rarely	18	18%	
Never	8	8%	

Interpretation:

The purchase frequency data reveals that 74% of respondents make influencer-inspired purchases at least once a month. Among these, 34% purchase once a month, 29% purchase two to three times per month, and 11% purchase as frequently as once a week. Only 18% purchase rarely based on influencer recommendations, and 8% never do so. These figures underscore the considerable commercial impact of influencer marketing on Gen Z consumer behavior. The combined 40% of respondents who purchase multiple times per month based on influencer recommendations represents a highly valuable consumer segment for brands deploying influencer marketing strategies.

4.2.6 Q9: What Factor Makes You Trust an Influencer Most?**Table 4.9: Primary Trust Factor for Influencers**

Trust Factor	No. of Respondents	Percentage (%)
Authenticity	37	37%
Expertise/Niche	28	28%
Follower Count	10	10%
Brand Association	15	15%
Peer Referral	10	10%
Total	100	100%

Figure 4.9: Primary Trust Factor (Bar Chart)

Trust Factor	Freq.	%	Visual Distribution
Authenticity	37	37%	
Expertise/Niche	28	28%	
Follower Count	10	10%	
Brand Association	15	15%	
Peer Referral	10	10%	

Interpretation:

Authenticity was identified as the most important trust factor by the largest proportion of respondents (37%), reinforcing the view that Gen Z consumers prioritize genuine, transparent communication over manufactured content. Expertise and niche relevance ranked second (28%), indicating that domain authority is a significant driver of credibility. Brand association ranked third (15%), suggesting that partnerships with reputable brands can enhance perceived influencer credibility. Follower count and peer referral each accounted for 10% of responses, indicating that vanity metrics such as subscriber numbers are relatively less important to Gen Z consumers than substantive content quality and expertise.

4.2.7 Q10: Which Product Category Do You Most Purchase Based on Influencer Recommendations?

Table 4.10: Product Categories Influenced by Influencer Recommendations

Product Category	No. of Respondents	Percentage (%)
Fashion & Apparel	31	31%
Beauty & Skincare	26	26%
Electronics	18	18%
Food & Beverage	14	14%
Health & Fitness	11	11%
Total	100	100%

Figure 4.10: Product Categories (Bar Chart)

Product Category	Freq.	%	Visual Distribution
Fashion & Apparel	31	31%	
Beauty & Skincare	26	26%	
Electronics	18	18%	
Food & Beverage	14	14%	
Health & Fitness	11	11%	

Interpretation:

Fashion and Apparel (31%) emerged as the product category most susceptible to influencer-driven purchases, followed by Beauty and Skincare (26%). Together, these two categories account for 57% of all influencer-driven purchases, reflecting the inherently visual and aspirational nature of these product segments — attributes that align naturally with social media content formats. Electronics ranked third (18%), suggesting that influencer reviews and unboxing videos carry significant weight in considered purchase decisions for technology products. Food and Beverage (14%) and Health and Fitness (11%) also demonstrated meaningful levels of influencer-driven purchase activity, consistent with the growing wellness and food content genres on platforms like YouTube and Instagram.

4.2.8 Q11: What Type of Influencer Content Most Influences Your Purchase Decision?

Table 4.11: Preferred Influencer Content Type

Content Type	No. of Respondents	Percentage (%)
Product Reviews	34	34%
Unboxing Videos	22	22%
Tutorials/How-to	21	21%
Lifestyle Vlogs	15	15%
Sponsored Posts	8	8%
Total	100	100%

Figure 4.11: Preferred Content Type (Bar Chart)

Content Type	Freq.	%	Visual Distribution
Product Reviews	34	34%	
Unboxing Videos	22	22%	
Tutorials/How-to	21	21%	
Lifestyle Vlogs	15	15%	
Sponsored Posts	8	8%	

Interpretation:

Product reviews (34%) were identified as the content format most influential in driving purchase decisions, followed by unboxing videos (22%) and tutorials/how-to content (21%). Lifestyle vlogs (15%) ranked fourth, while sponsored posts (8%) were the least influential format — a finding that aligns with Gen Z's reported skepticism toward overtly promotional content. The dominance of review and instructional content types suggests that Gen Z consumers seek informational value and social proof from influencer content before making purchase decisions. This finding has important implications for content strategy: brands should encourage influencers to create substantive review-based content rather than relying on visually polished but content-sparse sponsored posts.

4.2.9 Q12: Are You Aware That Influencers Are Paid for Endorsements?

Table 4.12: Awareness of Paid Endorsements

Awareness Level	No. of Respondents	Percentage (%)
Highly aware	38	38%
Somewhat aware	41	41%
Not aware	21	21%
Total	100	100%

Figure 4.12: Awareness of Paid Endorsements

Awareness	Freq.	%	Visual Distribution
Highly aware	38	38%	
Somewhat aware	41	41%	
Not aware	21	21%	

Interpretation:

A substantial majority of respondents (79%) were aware that influencers receive compensation for endorsements — 38% classified themselves as highly aware and 41% as somewhat aware. Only 21% indicated they were not aware of this commercial arrangement. This high level of awareness is characteristic of the digitally savvy Gen Z demographic, which has grown up in an era of increasing media literacy and transparency advocacy. However, as

explored in the following question, awareness of paid endorsements introduces a trust-disclosure dynamic that brands must navigate carefully.

4.2.10 Q13: Does Knowing an Influencer Was Paid Affect Your Trust?

Table 4.13: Impact of Paid Disclosure on Trust

Impact on Trust	No. of Respondents	Percentage (%)
Reduces trust significantly	19	19%
Reduces trust somewhat	33	33%
No impact on trust	31	31%
Increases trust	17	17%
Total	100	100%

Figure 4.13: Disclosure Impact on Trust (Bar Chart)

Trust Impact	Freq.	%	Visual Distribution
Reduces trust significantly	19	19%	
Reduces trust somewhat	33	33%	
No impact on trust	31	31%	

Trust Impact	Freq.	%	Visual Distribution
Increases trust	17	17%	

Interpretation:

The disclosure impact data presents a nuanced picture. While 31% of respondents indicated that knowing an influencer was paid has no impact on their trust, a combined 52% indicated it reduces trust to varying degrees (33% somewhat, 19% significantly). Notably, 17% reported that transparent disclosure actually increases their trust — reflecting an appreciation for honesty that is characteristic of Gen Z's value system. This finding underscores the importance of authentic and transparent influencer partnerships. Brands that encourage influencers to disclose sponsored relationships openly may mitigate trust erosion and appeal to the authenticity-valuing segment of Gen Z consumers.

4.3 Advanced Insights

4.3.1 Correlation: Trust & Purchase Behavior

A cross-tabulation analysis was conducted to examine the relationship between the primary trust factor and purchase frequency among respondents.

Table 4.14: Cross-Tabulation – Trust Factor vs. Purchase Frequency

Trust Factor	Purchase ≥ 2x/Month	Purchase 1x/Month	Rarely/Never
Authenticity (n=37)	18 (49%)	11 (30%)	8 (22%)
Expertise/Niche (n=28)	14 (50%)	9 (32%)	5 (18%)
Follower Count (n=10)	3 (30%)	4 (40%)	3 (30%)
Brand Association (n=15)	7 (47%)	5 (33%)	3 (20%)

Trust Factor	Purchase $\geq$ 2x/Month	Purchase 1x/Month	Rarely/Never
Peer Referral (n=10)	5 (50%)	3 (30%)	2 (20%)

Insight:

Respondents who cited authenticity (49%) and expertise (50%) as their primary trust factors demonstrated the highest frequency of influencer-driven purchases (2 or more times per month). In contrast, respondents who trusted influencers primarily based on follower count demonstrated the lowest purchase frequency (only 30% purchasing 2+ times per month). This pattern strongly suggests that trust rooted in genuine qualities — authenticity and domain expertise — is a more potent driver of purchase behavior than superficial metrics such as follower count. Brands should therefore prioritize influencer selection criteria that emphasize content quality and niche alignment over follower volume.

4.3.2 Platform vs. Buying Behavior

Table 4.15: Platform vs. Purchase Frequency

Platform	Purchase $\geq$ 2x/Month	Purchase 1x/Month	Rarely/Never
Instagram (n=42)	21 (50%)	13 (31%)	8 (19%)
YouTube (n=28)	13 (46%)	10 (36%)	5 (18%)
Snapchat (n=12)	4 (33%)	5 (42%)	3 (25%)
Twitter/X (n=9)	2 (22%)	4 (44%)	3 (33%)
Others (n=9)	2 (22%)	4 (44%)	3 (33%)

Insight:

Instagram users demonstrated the highest proportion of high-frequency purchasers (50% purchasing 2+ times/month), closely followed by YouTube users (46%). This confirms the superior commercial effectiveness of these two platforms for influencer-driven purchase conversion. Snapchat users showed moderate purchase frequency, while Twitter/X users demonstrated the lowest purchase conversion rates, suggesting that this platform is less effective for influencer-driven commerce. These findings validate the platform strategy recommendation that brands should concentrate influencer marketing budgets on Instagram and YouTube for maximum ROI.

4.3.3 Influencer Type vs. Credibility**Table 4.16: Influencer Type vs. Perceived Credibility**

Influencer Type	High Credibility	Moderate Credibility	Low Credibility
Nano (<10K) n=8	5 (63%)	2 (25%)	1 (13%)
Micro (10K-100K) n=38	27 (71%)	9 (24%)	2 (5%)
Macro (100K-1M) n=29	16 (55%)	10 (34%)	3 (10%)
Celebrity (>1M) n=25	10 (40%)	9 (36%)	6 (24%)

Insight:

Micro-influencers received the highest credibility ratings (71% high credibility), significantly outperforming celebrity influencers (40% high credibility). This credibility premium associated with micro-influencers is consistent with prior research attributing higher perceived authenticity and relatability to smaller-scale content creators. Nano-influencers also demonstrated strong credibility (63%), potentially reflecting hyper-local relevance and community trust. The declining credibility trend from micro to celebrity influencers confirms

the 'authenticity paradox' in influencer marketing — whereby commercial success and scale appear to inversely correlate with perceived trustworthiness among Gen Z consumers.

4.4 Key Findings

Based on the comprehensive data analysis conducted in this chapter, the following key findings have been derived:

- 89% of Gen Z respondents follow influencers on social media, with the majority doing so actively — confirming that influencer content is a primary media consumption format for this demographic.
- Instagram (42%) is the most dominant social media platform among Gen Z, followed by YouTube (28%), making these two platforms the most strategically important for influencer marketing campaigns targeting this cohort.
- 62% of respondents agreed or strongly agreed that influencer recommendations affect their purchase decisions, demonstrating a strong causal link between influencer content and purchase behavior.
- Micro-influencers (38%) are the most trusted influencer category among Gen Z, surpassing celebrity influencers (25%) and macro-influencers (29%).
- 74% of respondents make influencer-inspired purchases at least once per month, with 40% doing so two or more times per month.
- Authenticity (37%) is the dominant trust factor for Gen Z consumers, followed by expertise and niche relevance (28%).
- Fashion & Apparel (31%) and Beauty & Skincare (26%) are the product categories most susceptible to influencer-driven purchase behavior.
- Product reviews (34%) and unboxing videos (22%) are the most persuasive content formats, while sponsored posts (8%) are the least influential.
- 79% of respondents are aware that influencers receive payment for endorsements; however, 52% indicated this awareness reduces their trust to some degree.
- Cross-tabulation analysis confirms that trust rooted in authenticity and expertise generates higher purchase frequency than trust based on follower count.

4.5 Recommendations

Recommendations for Brands

- Prioritize micro-influencer partnerships over celebrity endorsements for campaigns targeting Gen Z, as micro-influencers deliver higher credibility, engagement, and cost-effectiveness.
- Concentrate influencer marketing budgets on Instagram and YouTube, which demonstrate the highest purchase conversion rates among Gen Z respondents.
- Commission product reviews and tutorial-based content rather than straightforward sponsored posts, which are perceived as less authentic and less influential.
- Establish long-term ambassador relationships with influencers in relevant product niches to build sustained brand association and audience trust.
- Mandate transparent disclosure of paid partnerships while framing such transparency as a brand virtue — 17% of respondents indicated that transparent disclosure increases rather than decreases trust.
- Target Fashion & Apparel and Beauty & Skincare categories with the highest intensity of influencer marketing, as these demonstrated the greatest susceptibility to purchase influence.
- Develop influencer selection criteria that weight authenticity, content quality, and niche expertise over follower count metrics alone.

Recommendations for Influencers

- Invest in building genuine expertise and authentic content in a defined niche rather than attempting to appeal to broad, undifferentiated audiences.
- Maintain content quality and audience relationship quality, as para-social interaction and credibility are stronger purchase drivers than follower volume.
- Adopt transparent disclosure practices proactively — Gen Z audiences respond positively to honesty and penalize perceived inauthenticity severely.
- Diversify content formats beyond sponsored posts to include in-depth reviews, tutorials, and genuine lifestyle content, which generate higher trust and purchase influence.

- Engage authentically with audience comments and feedback to strengthen community bonds and parasocial relationships.

4.6 Limitations of the Study

- The convenience sampling methodology limits the generalizability of findings, as the sample may not be fully representative of the entire Gen Z population in India.
- The sample size of 100 respondents, while adequate for descriptive analysis, is insufficient for advanced multivariate statistical analyses such as structural equation modeling.
- Geographic concentration in urban India limits the applicability of findings to rural or semi-urban Gen Z consumers.
- Self-reported survey data are subject to social desirability bias, response bias, and recall inaccuracies.
- The cross-sectional nature of the study captures a snapshot in time; longitudinal research would be needed to track behavioral changes over time.
- The study does not capture qualitative nuances in consumer motivation and decision-making processes that could be obtained through interviews or focus groups.

CONCLUSION

5.1 Summary of Results

The present study set out to investigate the impact of influencer marketing on the consumer buying behavior of Generation Z in India. Through a survey-based empirical investigation of 100 Gen Z respondents aged 18 to 25 years, the research examined platform preferences, influencer trust dynamics, purchase behavior patterns, and the mediating role of content type and authenticity.

The findings collectively paint a compelling portrait of a consumer cohort that is deeply embedded in social media ecosystems and meaningfully influenced by the content created and endorsed by social media influencers. The near-universal prevalence of influencer following (89%), combined with a 62% agreement rate on influencer-driven purchase influence, provides robust empirical support for the hypothesis that influencer marketing exerts a significant and measurable effect on Gen Z purchase behavior.

The study confirmed that Instagram and YouTube are the dominant platforms for influencer-consumer engagement, with the highest purchase conversion rates. Micro-influencers emerged as the most trusted category, outperforming celebrity influencers in both credibility ratings and purchase frequency metrics. Authenticity was identified as the paramount trust factor, reinforcing the academic consensus on the centrality of perceived credibility in the influencer-consumer relationship.

5.2 Final Conclusion

The findings of this study affirm that influencer marketing has transcended the status of a supplementary marketing tactic to become a core strategic imperative for brands seeking to engage with Generation Z consumers. In the Indian context, where social media penetration among young adults continues to grow rapidly and e-commerce adoption is accelerating, the commercial significance of influencer marketing can only be expected to increase.

The study's findings challenge several prevailing assumptions in influencer marketing practice. The preference for micro-influencers over celebrity endorsers among Gen Z consumers suggests that the principle of 'bigger is better' does not hold in this market segment. Similarly, the dominance of authenticity and expertise as trust factors over follower count metrics argues for a fundamental reorientation of influencer selection criteria from quantitative reach metrics to qualitative credibility and content quality assessments.

Furthermore, the high awareness of paid endorsements among Gen Z consumers (79%), combined with the finding that this awareness reduces trust for 52% of respondents, underscores the critical importance of transparency in influencer partnerships. Brands that approach influencer marketing as a genuine value-exchange — rather than as a disguised advertising channel — are likely to achieve superior trust and engagement outcomes with this audience.

In conclusion, the study contributes empirical evidence to the growing body of literature on influencer marketing and Gen Z consumer behavior in the Indian market, providing actionable insights for marketers, brand managers, content creators, and academic researchers.

5.3 Practical Implications

For Marketing Practitioners:

The research underscores the imperative for brands to adopt a micro-influencer-led, platform-specific, content-focused approach to influencer marketing when targeting Gen Z consumers. Marketing budgets should be reallocated from celebrity endorsement deals toward portfolios of micro-influencer partnerships across Instagram and YouTube, with a strong emphasis on review and tutorial content formats.

For Brand Managers:

Brand managers should develop influencer selection frameworks that weight authenticity, domain expertise, and audience-influencer relationship quality over vanity metrics. Performance measurement systems should track engagement rates, purchase conversion metrics, and brand sentiment shifts alongside reach and impression data.

For Influencer Marketing Agencies:

Agencies should invest in talent management and content strategy capabilities to help micro-influencer clients build sustainable, authentic personal brands. Data-driven influencer-brand matching algorithms should incorporate niche alignment and audience quality scores as primary variables.

For Policymakers and Regulators:

Given the high awareness of commercial influencer relationships among Gen Z consumers and the trust implications of non-disclosure, regulatory bodies such as the Advertising Standards Council of India (ASCI) should continue to enforce and strengthen disclosure guidelines for sponsored social media content.

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ANNEXURE: RESEARCH QUESTIONNAIRE

SECTION A – DEMOGRAPHICS

Q1. What is your age group?

- 18-19 years
- 20-21 years
- 22-23 years
- 24-25 years

Q2. What is your gender?

- Male
- Female
- Non-binary / Other / Prefer not to say

Q3. On average, how many hours per day do you spend on social media?

- Less than 1 hour
- 1-2 hours
- 2-4 hours
- 4-6 hours
- More than 6 hours

SECTION B – INFLUENCER MARKETING BEHAVIOR

Q4. Do you follow influencers on social media?

- Yes, actively
- Yes, occasionally
- No

Q5. Which social media platform do you use most frequently?

- Instagram
- YouTube
- Snapchat
- Twitter/X

- LinkedIn
- Others

Q6. What type of influencer do you trust the most?

- Nano-influencer (less than 10,000 followers)
- Micro-influencer (10,000 – 100,000 followers)
- Macro-influencer (100,000 – 1 million followers)
- Celebrity influencer (more than 1 million followers)

Q7. Do influencer recommendations affect your purchase decisions? (Rate: 1 = Strongly Disagree to 5 = Strongly Agree)

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Q8. How frequently do you purchase products based on influencer recommendations?

- Once a week
- 2-3 times a month
- Once a month
- Rarely
- Never

Q9. What factor makes you trust an influencer most?

- Authenticity / Genuineness
- Expertise / Niche Knowledge
- Follower Count
- Brand Association
- Peer Referral

Q10. In which product category do you most often purchase based on influencer recommendations?

- Fashion & Apparel
- Beauty & Skincare
- Electronics

- Food & Beverage
- Health & Fitness

Q11. What type of influencer content most influences your purchase decision?

- Product Reviews
- Unboxing Videos
- Tutorials / How-to Content
- Lifestyle Vlogs
- Sponsored Posts

SECTION C – PURCHASE BEHAVIOR AND PERCEPTIONS

Q12. Are you aware that influencers are paid or receive free products for endorsements?

- Highly aware
- Somewhat aware
- Not aware

Q13. How does knowing that an influencer was paid for a review affect your trust in their recommendation?

- Reduces trust significantly
- Reduces trust somewhat
- No impact on trust
- Increases trust (I appreciate transparency)

Q14. Have you ever purchased a product after seeing it promoted by an influencer and been dissatisfied?

- Yes, frequently
- Yes, occasionally
- No, I have generally been satisfied
- I have never made an influencer-inspired purchase

Q15. Overall, how would you rate the impact of influencer marketing on your consumer behavior?

- Very High Impact
- High Impact
- Moderate Impact
- Low Impact

- No Impact