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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

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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

ACKNOWLEDGEMENT

The successful completion of this project report is a result of the support, guidance, and encouragement I have received from several individuals, and I take this opportunity to express my deepest gratitude to all of them.

First and foremost, I am extremely grateful to my project guide ~~Dr. Saurabh agrawal~~, Assistant Professor, Delhi School of Management, Delhi Technological University, whose invaluable mentorship, insightful suggestions, and continuous motivation made this research possible. Their expertise in consumer behavior and digital marketing served as a constant source of inspiration throughout this project.

I express my sincere gratitude to the Head of Department, Dr. Saurabh Agrawal, and all the faculty members for their academic support and encouragement throughout the course of this study.

I am also deeply thankful to Delhi School of Management for providing the necessary academic infrastructure and resources that facilitated this research.

A special note of appreciation goes to all the respondents Gen Z consumers who willingly participated in our online survey and shared their valuable perspectives on influencer marketing. Without their cooperation, this research would not have been possible.

I also thank my family and friends for their unwavering support, patience, and encouragement during the entire process of completing this project.

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

Influencer marketing has a history of over two decades. Influencer marketing is more than 20 years old. At its basic, influencer marketing is a type of social media marketing that leverages the endorsement and product mentions of people who have created a loyal base of followers on social media.

We call these people 'influencers' because they influence the buying decisions of others due to the authority, knowledge, position or relationship that they have with their audience (Freberg et al., 2011).

Influencer marketing, which is based on the classic notion of word-of-mouth (WOM) communication, is among the most powerful tools in marketers' arsenal today. The roots of influencer marketing lie in the early history of celebrity endorsements in print, radio and television advertisements. But with the proliferation of Internet connected devices and the arrival of social networks, the nature of the relationship between the consumer and the brand was dramatically changed. Brands started to understand that people were more likely to take the word of social media influencers rather than of traditional celebrities – particularly the younger audience.

The influencer marketing industry as a whole formalised itself in the early 2010s when YouTube vloggers and Instagram personalities began to come on the scene, and today the field is also expanding into Snapchat. The global influencer marketing market was estimated to be worth around USD 6.5 billion in 2019, rising to a predicted USD 21.1 billion by 2023 (Statista, 2023). The Indian market for influencer marketing is expected to grow to INR 2,800 crore by 2025 and is poised to become a significant player due to the surge of social media users and the growing popularity of e-commerce.

1.1.1 The early days of online marketing.

1.1.2 The rise of the digital revolution

5 Digital marketing is the process of selling, marketing and promoting a brand, products, and services through digital platforms, such as websites, email, social media, and search engines. It can be divided in to four major stages:

Phase 1: Web 1.0 (1991–2004)

During the early days of digital marketing, the web pages were read-only. Brands had basic websites and utilized banner promotion and email marketing as core electronic communication methods. Consumers have limited engagement and the flow of information is mainly one-way (from the brand to the consumer).

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

41 Web 2.0 technologies changed the face of digital marketing, allowing for the creation of user-generated content and for users to communicate with one another. Facebook (2004), YouTube (2005), and Twitter (2006), and Instagram (2010) helped to establish rich social networking environments that enabled consumers to post their opinions, reviews and recommendations. This was the first stage to pave the way for what became known as influencer marketing, which showcased the effectiveness of word-of-mouth.

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

Smartphones made it easy to use social media on the go, thus contributing to the shift from desktop to mobile media consumption. Platforms like Instagram, Snapchat and now TikTok capitalized on the mobile platform to provide a way to share visually rich short-form content that was appealing to a younger demographic. It was at this time when brands started to identify, connect and pay social media celebrities in a systematic way, thus formalizing the field of social media marketing and making it measurable.

The final era, known as the Data-Driven and Micro-Influencer Era (2019 - Present),

is marked by the way social media is being leveraged to make informed decisions. Data analytics, audience segmentation and the rise of micro and nano influencers who provide greater engagement rates and also better audience demographics are the dominating factors of the modern era of digital marketing. 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.

1.1 Role of Social Media Platforms

Social media is the backbone on which influencer marketing works. Every platform has its own content product, audience makeup and engagement method, and therefore brands need to identify a platform-specific influencer marketing strategy.

Instagram

Instagram is the major social media platform for influencer marketing. Its The visual-first content format includes static posts, Stories, Reels, and IGTV, which works best when promoting products, like in fashion, beauty, food and travel. Instagram has over 500M daily active users worldwide and over 200M monthly users in India, making it a major part of the influencer marketing budgets. Instagram's shopping capabilities, such as the Instagram Shop and product tagging, have also been seamlessly combined with direct-ecommerce pathways (Lou & Yuan, 2019).

YouTube

As the world's largest platform for video sharing, YouTube allows influencers to produce longer, detailed video content, like product reviews, unboxing videos, tutorials, and vlogs. It's also easy to search the platform and the content will remain there for a long time, which makes it great for categories of considered purchases, like electronics, software, and personal finance. YouTube creators may be considered trustworthy because of the amount of content created and the parasocial relationship that can be developed with their audience members (Sokolova & Kefi, 2020).

Snapchat and TikTok

Snapchat popularised ephemeral content, and TikTok has turned out to be a formidable platform with its algorithm driven short form video format. TikTok's 'For You Page' algorithm allows content to go beyond the reach of the influencer's audience, providing brands with new and unparalleled organic reach potential. Empirically, #TikTokMadeMeBuyIt has proven the platform's ability to influence the purchasing habits of Gen Z consumers.

1.2 Importance of Influencer Marketing for Generation Z

When it comes to Generation Z, 1.2 is quite important. For generation Z, 1.2 is significant. Generation Z (1997-2012) is the first generation to have been raised in a completely digital world. Gen Z consumers are not the Millennials who grew up during a time when smartphones, social media, and the internet were not a part of their lives. This basic difference affects their shopping habits, what they expect from brands and their media habits compared to previous generations.

A large contoured majority of Gen Z consumers skips or ignores traditional advertising. There is a robust resistance to traditional advertising among Gen Z consumers, with research showing that a high percentage of this generation actively avoids or dismisses traditional ads. Rather, they express a strong preference for creative, user-generated content that is of value, entertaining, or informative.

This preference makes influencer marketing the perfect tool to reach and engage Gen Z. According to Morning Consult (2019), 54% of the Gen Zers said influencers influence their purchasing decisions, while 45% of Millennials said influencers influence their purchasing decisions. Moreover, Gen Z consumers are more inclined to believe influencers who have smaller audiences but higher engagement rates. This is one of the reasons why micro and nano influencers are becoming the favorite brand partners.

1.3 Problem Statement

Though the influencer marketing is going through a fast growth phase, there is a significant gap in the academic research over the effect of influencer marketing on the purchasing behavior of Generation Z in the Indian market. There is a vast body of literature in the West which has explored influencer marketing from the lens of older generations and the western consumer market but surprisingly little empirical evidence exists regarding the behavioural mechanisms by which Indian Gen Z consumers react to influencer-generated content.

In addition, the different types of influencers from nano (<10,000 followers) to celebrity mega-influencers (tens of millions of followers) add yet more complexity in terms of understanding which influencer archetype is best suited to influence purchase decisions among Gen Z. The present study aims to

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

1.4 Objectives of the Study

The goals of this study are:

The following objectives were used in the conduct of this research: To understand how much influencer marketing influences the buying behaviour of Gen Z (18-25) in India.

To pinpoint which influencers (nano, micro, macro, and celebrity) do they most rely on for information in their purchasing decision-making process?

To identify the most efficient social media networks for engaging consumers and increasing their purchase intention through the influencers' marketing efforts.

To look at the top product categories that are likely to be influenced by purchasing decisions made by influencers among Gen Z. To investigate how influencer-consumer relationships are influenced by trust, authenticity and content.

- To make recommendations to marketers and brand managers looking to use influencer marketing tactics for Gen Z.

1.5 Scope of the Study

The present study is not meant to go beyond the scope of understanding the effect of influencer marketing on consumer buying behavior within the following limitation:

Target Demographic:

The study centres only on the Gen-Z customers aged between 18 and 25 years. This age group was chosen because it consists of the most active social media-using group of Gen Z with the ability to make purchases on their own.

Geographic Scope:

The study is geographically restricted to urban India and the respondents are mainly from the metros and Tier-1 cities. This restriction was imposed because of the increased prevalence A study on the difference between social media consumption and digital buying trends in urban and rural India.

Industry Relevance:

The research is applicable across several consumer sectors that have proven to generate large amounts of influencer marketing activity towards Gen Z, such as fashion, beauty, electronics, food & beverage, and health & fitness.

Platform Coverage:

The study covers all major social media platforms that are widely used by Gen Z, such as Instagram, YouTube, Snapchat, Twitter/X, and LinkedIn.

Temporal Scope:

For the research, the academic year of 2023-2024 was used, and primary data was collected over 4 weeks.

LITERATURE REVIEW

2.1 Overview of Literature

As social media has grown into a tremendous marketing channel, the academic literature on influencer marketing and consumer behaviour has also increased significantly over the last 10 years. This research paper review summarizes the most important academic studies that pertain to the research questions for this study.

Freberg, Graham, McGaughey, and Freberg (2011) conducted one of the first empirical studies into the phenomenon of social media influencers, which they describe as independent third party endorsers who help influence the attitudes of consumers through blogs, tweets and other social media. They built the groundwork for understanding the credibility of influencers and its impact on brand perception.

De Veirman, Cauberghe, and Hudders (2017) explored how Instagram influencers' characteristics affect a brand's image. Their findings showed that having more followers, in general, increased the popularity perception but not necessarily the improvement of brand attitude and purchase intent. Importantly, the study added a mediator – niche alignment (between the influencer's niche and the promoted product).

Lou and Yuan (2019) established a complete theoretical model to explain the impact of informativeness, entertainment value, and credibility of influencer-generated content on purchase intention. All three dimensions were found to be significant and positively influencing purchase intentions, with credibility being the most powerful predictor, using their structural equation modeling approach.

Ki and Kim (2019) investigated the impact of personal brand orientation on consumers' purchase intention via social media influencers. They've found that influencers are integral to the marketing mix.

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

40 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.

38 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.

3 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.

According to a study released by Mediakix (2019), there was solid industry-level data that 89% of marketers agreed ROI from influencer marketing was equal or greater to other marketing methods. The same study revealed that Instagram is the top 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:

Structured self-administered questionnaire was used to gather primary data and distributed through Google Forms. The survey link was promoted via social media, WhatsApp groups, and university networks to target the age group of the respondents (18-25 years old) which is the generation of Z. This was followed by a four-week period during which the questionnaire was circulated in English with responses collected. There were 115 responses received of which 100 were complete and valid returning a response rate of around 87%.

Secondary Data:

Secondary data was retrieved from several published sources such as peer-reviewed academic journals (Journal of Marketing, Journal of Consumer Research, International Journal of Advertising), industry reports (Statista, KPMG, Mediakix) and trustworthy digital marketing platforms (HubSpot, Influencer Marketing Hub). The contextual background from these sources was used to interpret primary findings.

3.3 Sampling

Population:

The study included Gen Z citizens aged 18 to 25 years from an urban setting in India with active presence on social media channels on one or more platforms.

Sampling Technique:

The choice of convenience sampling was made because of time and resource limitations. This type of non-probability sampling enabled the researcher to obtain data from the respondents who were easily accessible through social and academic networks.

Sample Size:

A sample size of 100 respondents was decided on based on existing guidelines set for descriptive research studies. For descriptive study Malhotra (2010) suggested minimum sample size of 100 if the number of population is large and the frequency distribution analysis is used in the study. Another way of checking the adequacy of the sample size was obtained by Cochran's formula when the population proportion is unknown.

3.4 Questionnaire Design

The structured questionnaire consisted of 15 questions divided into three sections: In Section A – Demographics, there were 3 questions which were Age group, Gender, and Daily social media usage. This section is dedicated to understanding the behaviour of influencers (9 questions) and their preferences, including platform preference, how often they follow, type of influencers followed, trust factors, content type followed, and product categories purchased. 3 Questions on purchase frequency, purchase influence, and awareness of sponsored content disclosure are included in Section C – Purchase Behavior and Perceptions.

Questions were designed to use a variety of answer choices including dichotomous (Yes/No), multiple-choice and 5-point Likert scale responses. The Likert scale questions assessed agreement with attitudinal statements related to the credibility of influencers and likelihood to purchase, ranging from 'Strongly Disagree' (1) to 'Strongly Agree' (5).

3.5 Tools Used for Analysis

- Microsoft Excel: to enter data, use frequency distribution tables and to create charts (bar charts, pie charts)..
- Hypothetically used to perform a cross-tabulation, chi square analysis, and a correlation between the two. Hypothetically used to perform a cross tabulation, chi square analysis, and correlation between the two variables with SPSS (Statistical Package for the Social Sciences).
- Google Forms: A tool used for creating questionnaires and data collection. All survey variables were analyzed using descriptive statistics (frequency, percentage, mean, and standard deviation).

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