

Effect of Influencer Marketing on Buying Behavior of Gen Z Consumers

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Abstract

Despite being a significant digital communication tool to target Generation Z, influencer marketing effectiveness relies on more than a number of followers or exposure. This study investigates the impact of influencer credibility, authenticity and trustworthiness, expertise, product-influencer fit and consumer engagement on Gen Z buying behavior. A structured five-point Likert scale questionnaire and a sample of 262 social-media users in Gen Z (18 to 36 years) are used to design the quantitative, descriptive and analytical design. Descriptive statistics, Cronbach's alpha, Pearson correlation and multiple regression are used in the analytical model. All the scales in the analysis of 262 cases presented in this draft have acceptable reliability ($\alpha = .835 - .867$) and each of the predictor variables is positively related with purchasing behavior. The regression model accounts for 48.4% of these variances in buying behavior. The most significant predictors are influencer credibility ($\beta = .288$) and product-influencer fit ($\beta = .279$); authenticity and trustworthiness, engagement, and expertise rank next. Based on the study, the influencers that resonated most with Gen Z were those who were credible, relevant to the first product being promoted, transparent and engaging. The insights provide actionable advice on how to choose influencers and create better digital campaigns.

Keywords: influencer marketing, Generation Z, buying behavior, credibility, authenticity, product-influencer fit, consumer engagement

1. Introduction

From a fringe tactic around social media, influencer marketing has become a legitimate brand communication that enables creators to transform commercial messages into content that is newsworthy, similar to recommendations, reviews, demonstrations, and lifestyle stories. It has been demonstrated that influencer content can influence trust, brand engagement, and consumer journey throughout the purchase cycle, although the results depend on the characteristics of the influencers and the type of campaign (Hughes et al., 2019; Vrontis et al., 2021).

Generation Z is particularly significant because it is an embedded part of their normal way of gathering information, enjoying entertainment and finding products. While Gen Z consumers don't respond to promotional exposure in the same way, they do consider things such as whether the influencer looks like a believable, relatable, knowledgeable, and consistent brand ambassador for the product being promoted. Babu et al. (2024) conducted recent research on the Gen Z audience that finds that the credibility of the source and the inspiration of the influencer can influence the purchase intention; the level of parasocial interaction can reinforce some of these effects.

Credibility is thus a key element of influencer persuasion. The trustworthiness, informativeness, attractiveness, and similarity of branded posts can boost trust in those posts and this trust can positively impact purchasing outcomes (Lou & Yuan, 2019). Meanwhile, product-influencer congruence is crucial as consumers are more receptive to them when the promoted product is congruent with the influencer's identity, audience and content domain (Belanche et al., 2021; Schouten et al., 2020).

An extra challenge exists with authenticity. The challenge for any influencer is to find a balance between working for profit and assuring that their content will reflect the truth. Authenticity strategies that are transparent and have a clear purpose can safeguard perceived authenticity, while overabundant and/or inappropriate endorsements can undermine credibility and purchase intention (Audrezet et al., 2020; Cheah et al., 2024).

In this context, the current study proposes an analytical model of Gen Z purchasing behavior, based on five dimensions related to influencer marketing: influencer credibility, authenticity and trustworthiness, influencer expertise, product-influencer fit and consumer engagement. The study proposes a sample of 262 adult Gen Z respondents and uses reliability, correlation and multiple-regression analysis to calculate the independent contribution of each dimension to buying behavior.

1.1 Statement of the Problem

Although there is a tendency to choose influencers based on reach, follower count or level of visibility, the reaction of the consumer can be more closely linked to credibility, authenticity, expertise, fit and engagement quality. More recent evidence also indicates that too many endorsements can negatively affect authenticity (Cheah et al., 2024) and credibility (Rangachari et al., 2018) of influencers. The management challenge isn't so much how effective influencer marketing is, it's which influencer traits best predict Gen Z purchase behavior when combined..

1.2 Objectives of the Study

To gain insight into the exposure and engagement Gen Z has with influencer content.

1. To study the correlation between the credibility of influencers and its impact on Gen Z purchasing habits.
2. To determine the effect of authenticity and trustworthiness on Gen Z buying behavior.
3. To explore how Gen Z purchases are affected by perceived influencer expertise.
4. To examine how the fit of product-influencers affects GenZ purchase behavior.
5. To see if viewing content from influencers influences purchasing.
6. To determine which of the proposed model's top predictors is best at predicting influencer marketing.
7. To offer data-driven suggestions for brands and influencers aiming for Generation Z..

1.3 Research Questions

RQ1: Does the credibility of the influencer have a significant effect on the purchasing behavior of Gen Z consumers?

RQ2: Does authenticity and trustworthiness have a significant influence on Gen Z consumers' purchasing behaviour?

RQ3: Is there a significant difference between the buying behavior of Gen Z consumers with regard to a perceived influencer's expertise?

RQ4: Do product-influencers have a significant influence on the purchasing behaviour of Gen Z consumers?

RQ5: Do Gen Z consumers' purchasing behavior and attitudes change significantly following interaction with an influencer's content?

RQ6: What is the dimension with the greatest predictive power with regard to Gen Z purchasing behavior in the context of influencer marketing?

2. Review of Literature

2.1 Influencer Marketing and Contemporary Consumer Response

Influencer marketing is a fusion of the social influence, branded communication and creator-customer relationship. Sponsored influencer campaigns can bring in varying levels of engagement at varying touchpoints of the conversion funnel, with engagement being effective depending on the context of the campaign, and the type of engagement desired (Hughes et al., 2019). Systematic reviews also reveal that message and source characteristics, mechanisms of relationship and consumer-level moderators, and exposure do not determine the effectiveness of influencers (Vrontis et al., 2021; Salunke et al., 2025).

2.2 Influencer Credibility

Credibility is the level at which the followers trust and believe the person that is influencing them. According to Lou and Yuan (2019), the three factors that play a role in the trust in branded influencer content are trustworthiness, attractiveness, similarity and information value. Weismueller et al. (2020) also showed the influence of source credibility on the purchase intent that can be triggered by influencer endorsements. Recently, credibility has been reinforced as a moderator between influencers' characteristics and purchasing effects (Mehmood et al., 2025).

2.3 Authenticity and Trustworthiness

Authenticity is about whether the content on influencers is seen as authentic, internally coherent, and not just a sponsorship ploy. Audrezet et al. (2020) list two ways that influencers maintain authenticity when engaging in commercial partnerships: passion-driven and transparent authenticity. However, evidence from more recent studies suggests that over-endorsement can have a negative effect on purchase intention as it leads to a decrease in perceived authenticity and credibility (Cheah et al., 2024). Therefore, it is likely that transparent, select and value-consistent partnerships will further boost the trust of Gen Z.

2.4 Influencer Expertise

Expertise is expertise knowledge and competence, as perceived in a product class. Persuasion is more effective when followers perceive that the influencer can deliver information relevant to a specific category and valuable to their follower. The purchase intention is influenced by the attributes of the influencers, in Indian consumer research, which are related to the credibility, therefore, expertise is a practical basis that can be used in selecting influencers (Saima & Khan, 2021). As for inspiration, other studies indicate that these characteristics of credible and interactive influencers can trigger imitation and response behaviours (Ki et al., 2022).

2.5 Product-Influencer Fit

Product-influencer fit describes the congruence among an influencer's identity, the promoted product and the target consumer. Experimental studies reveal that product-endorser fit is an important factor to account for why influencer endorsement can be more effective in boosting brand identification, brand credibility, and purchase-related responses than celebrity endorsement (Schouten et al., 2020). In a similar way, Belanche et al. (2021) show that congruence between influencer, product and consumer is key for the success of influencer-marketing.

2.6 Consumer Engagement

Engagement refers to viewing, liking, commenting, saving, sharing and all other forms of interacting with content posted by influencers. Tafesse and Wood (2021) demonstrate that the relationship between content and engagement strategy and followers' engagement on Instagram is positive. Moreover, a recent study has found that the combination of source characteristics and content features has a significant influence on consumer engagement and eventual behavioral response, with engagement being both a result of successful influencer communication and a driver of behavioral response (Sardar et al., 2024).

2.7 Parasocial Relationships and Social Comparison

Relationship mechanisms support influencer marketing. The combined influence of credibility and parasocial interaction on purchase intention is due to the fact that when followers are exposed to recommendations from an influencer, they may perceive these as the recommendations of a familiar media personality rather than typical advertising (Sokolova & Kefi, 2020). For Gen Z consumers, social-comparison processes may occur as a result of perceived similarity and wishful identification, which has an impact on engagement and brand attitudes and purchase intentions (Tian et al., 2023). Aspirational and envy-based response to influencers can also be aroused through social comparison (Chae, 2018).

2.8 Gen Z Buying Behavior

In emerging economies, the credibility, product-influencer relevance, expertise, and trustworthiness are significant factors affecting purchase intent (Dharma et al., 2024), with the exception of trustworthiness. With the exception of trustworthiness, the credibility, product-influencer relevance, and expertise were reported to exert significant influence on purchase intent in emerging economies (Dharma et al., 2024). Furthermore, the collected and analyzed evidence also indicates the source credibility and influencer inspiration that is significant to the Indian Gen Z (Babu et al., 2024). The results confirm the need for an analytical method that tests several attributes of an influencer at once instead of just one or two at a time.

2.9 Research Gap

The recent amount of literature has been quite large, but three areas are still relevant to the present study. Many studies focus on purchase intention instead of on purchase behaviour. Secondly, some research has paid attention to one or two characteristics of the influencer when consumers are processing multiple cues. Third, the integrated Gen Z models which compare the credibility, authenticity, expertise, product fit and engagement in the same regression framework are still needed. The current research is designed to fill

in these gaps with an analytical model based on adult Gen Z consumers, involving 262 respondents..

3. Conceptual Framework and Hypotheses

The framework suggests that there are five dimensions of influencer marketing, each having an independent impact on Gen Z purchases. The model is based on research conducted in recent years on influencers, which has highlighted factors of credibility, congruence, authenticity and engagement and the mechanisms of relationships (Belanche et al., 2021; Lou & Yuan, 2019; Vrontis et al., 2021)..

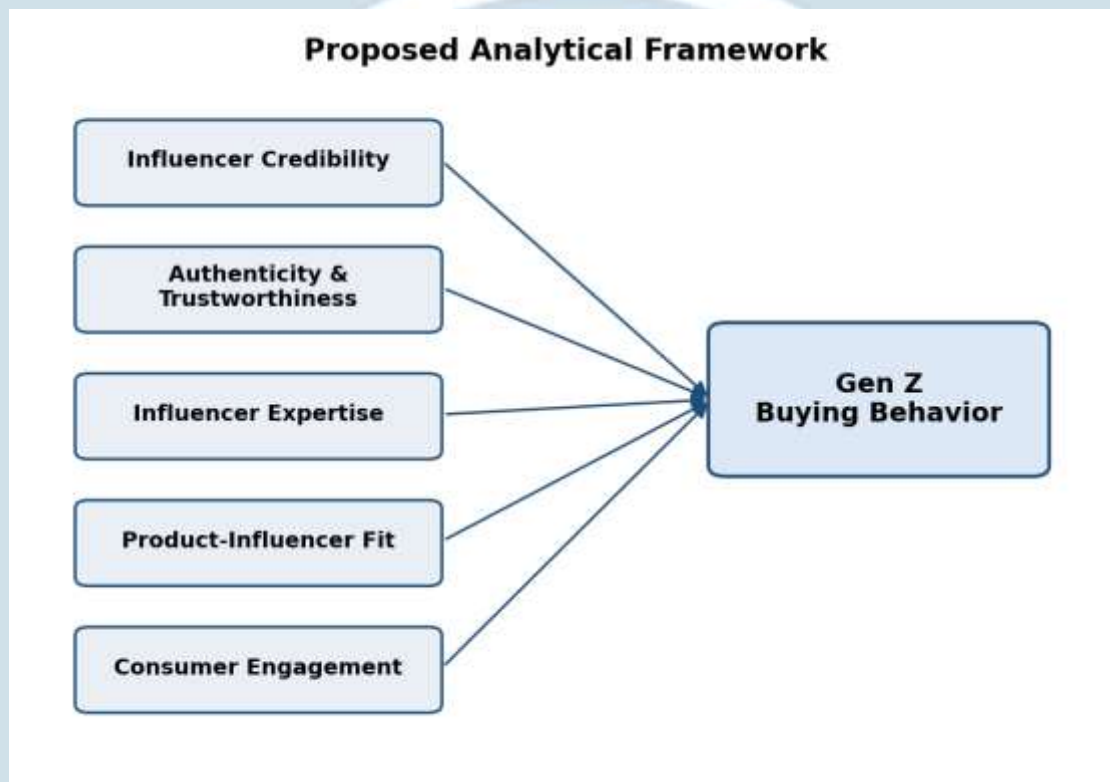


Figure 1. Conceptual framework of influencer-marketing predictors of Gen Z buying behavior.

H1: Influencer credibility has a significant positive effect on Gen Z consumers' buying behavior.

H2: Authenticity and trustworthiness have a significant positive effect on Gen Z consumers' buying behavior.

H3: Perceived influencer expertise has a significant positive effect on Gen Z consumers' buying behavior.

H4: Product-influencer fit has a significant positive effect on Gen Z consumers' buying behavior.

H5: Consumer engagement with influencer content has a significant positive effect on Gen Z consumers' buying behavior.

Regression model: $BB = \beta_0 + \beta_1 CRE + \beta_2 AUT + \beta_3 EXP + \beta_4 FIT + \beta_5 ENG + \varepsilon$

4. Research Methodology

4.1 Research Design

The study is done by the cross sectional quantitative type and descriptive and analytical approach. The descriptive part includes description of the respondents and platform use and influencer engagement, followed by an assessment of the reliability of the scales, bivariate associations and independent predictive power of each dimension of influencer marketing on buying behaviour. In the recent research on influencers, the survey designs (structured or unstructured) have been used with reliability and applied to the wider body of surveys with methods like correlation and regression and the structural-equation approach (Babu et al., 2024; Dharma et al., 2024).

4.2 Population and Sample

It is aimed at adults (18-29 years) who are exposed to the content created by influencers, and who consume social media. The recommended sample size is 262 people. The screening criteria are: If the person answers is within the age range for adult Gen Z and if they do use either social media or multiple platforms that they do see influencer content.

4.3 Sampling Technique and Data Collection

The ideas are that a purposive sampling method where convenient distribution is used should be employed. An organized online questionnaire may be distributed via the university network, as well as social-media outlets. Demographic items and platform use items should be the first items on the questionnaire before the construct measures which should be 5 point Likert scale from 1 = Strongly disagree to 5 = Strongly agree

4.4 Measurement of Variables

Table 1. Measurement of study constructs

Construct	Code	Items	Measurement item
Influencer Credibility	CRE	4	The influencer is a credible source of product information.
Authenticity & Trustworthiness	AUT	4	The influencer gives honest opinions even when content is sponsored.
Influencer Expertise	EXP	4	The influencer is knowledgeable about the promoted product category.
Product-Influencer Fit	FIT	4	The promoted product fits the influencer's usual content and image.
Consumer Engagement	ENG	4	I frequently interact with product-related influencer content.
Buying Behavior	BB	4	Influencer recommendations contribute to products I actually purchase.

4.5 Analytical Techniques

- Demographic and social-media characteristic analysis in terms of frequency and percentage.
- Cronbach's alpha is an indicator of internal consistency of multi-item scales.
- Descriptive statistics (mean and standard deviation) for construct scores.
- Estimate the direction and strength of bivariate relationships using Pearson correlation.
- To fit multiple linear regression to get the independent effect of CRE, AUT, EXP, FIT and ENG on BB.
- Variance Inflation Factor (VIF) is used to detect multicollinearity, and Durbin Watson statistic is used to check the residual independence.
- A level of significance of 0.05 or less in testing of the hypotheses.

5. Data Analysis and Findings

5.1 Demographic Profile of Respondents

Table 2. Age distribution of respondents

Age group	Frequency	Percentage (%)
18-20 years	72	27.5
21-23 years	108	41.2
24-26 years	63	24.0
27-29 years	19	7.3
Total	262	100.0

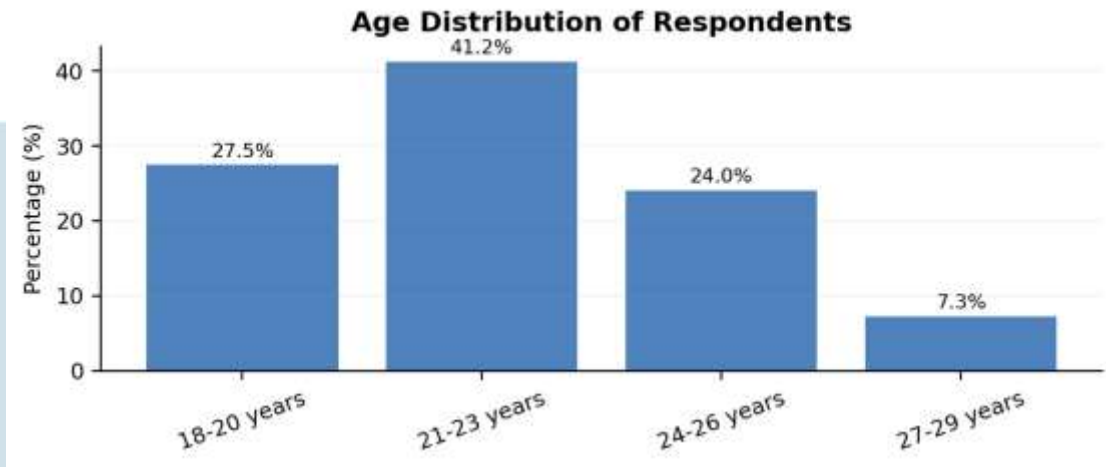


Figure 2. Age distribution of respondents.

The largest age group is 21-23 years (41.2%), followed by 18-20 years (27.5%). With 53.1% of the sample being women, 45.4% men, and 1.5% other/prefer not to say

5.2 Primary Social Media Platform

Table 3. Primary social-media platform

Platform	Frequency	Percentage (%)
Instagram	117	44.7
YouTube	63	24.0
Short-video apps	41	15.6
Snapchat	18	6.9
Other platforms	23	8.8
Total	262	100.0

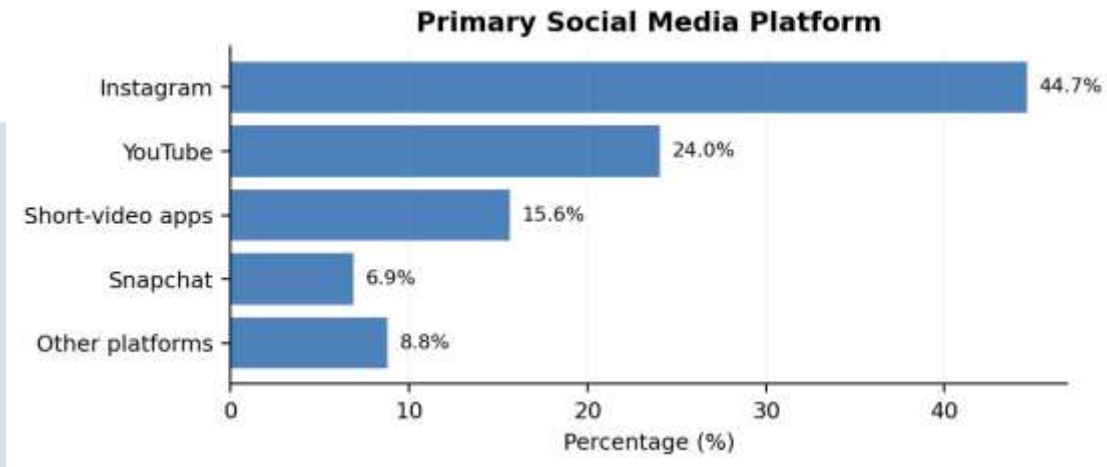


Figure 3. Primary social-media platform used by respondents.

Instagram is the highest platform segment in the sample. The research results indicate that it is strategic to choose the platform for an influencer campaign, as its effectiveness varies by platform and format (Tafesse & Wood, 2021; Vrontis et al., 2021) and extends from awareness to purchase intention and actual response to the purchase (Belanche et al., 2021; Lou & Yuan, 2019).

5.3 Frequency of Influencer Engagement

Table 4. Frequency of engagement with influencer content

Engagement frequency	Frequency	Percentage (%)
Very often	83	31.7
Often	104	39.7
Sometimes	52	19.8
Rarely	23	8.8
Total	262	100.0

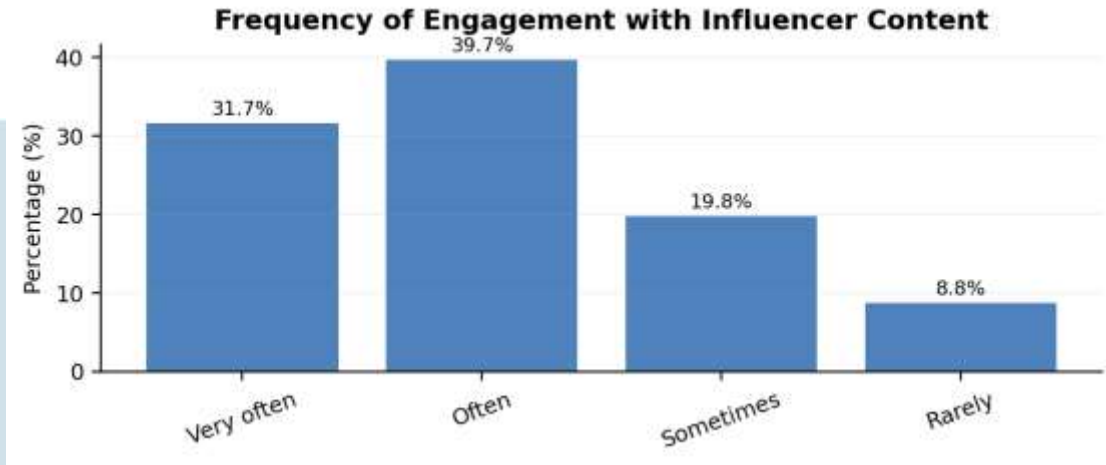


Figure 4. Frequency of engagement with influencer content.

71.4% of respondents report interacting with influencers' content on a regular basis or very frequently. High exposure increases the number of credibility judgements, identification, engagement, and influence on purchase made (Sardar et al., 2024; Tian et al., 2023).

5.4 Purchase Based on Influencer Recommendation

Table 5. Purchase based on influencer recommendation

Purchase response	Frequency	Percentage (%)
Yes	188	71.8
No	74	28.2
Total	262	100.0

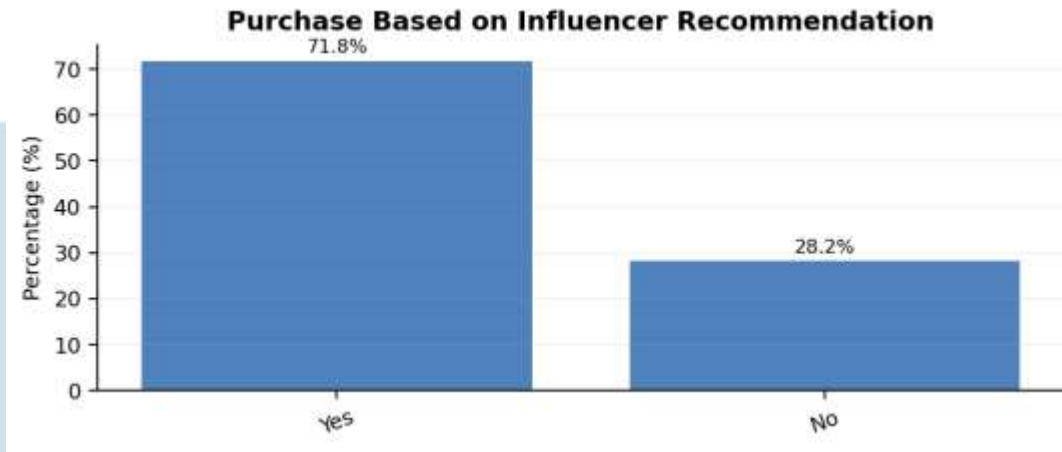


Figure 5. Share of respondents reporting an influencer-attributed purchase.

71.8% of the people who reported say they've bought something based on an influencer's recommendation. The finding is in line with the literature, which indicates that credibility, fit and relationship mechanisms can enhance consumers' awareness to purchase intention and purchase-related response (Belanche et al. 2021; Lou & Yuan, 2019).

5.5 Main Influencer Category Followed

Table 6. Main influencer category followed

Influencer category	Frequency	Percentage (%)
Fashion & lifestyle	75	28.6
Technology	54	20.6
Fitness & wellness	46	17.6
Beauty & personal care	40	15.3
Food & travel	31	11.8
Finance / education	16	6.1
Total	262	100.0

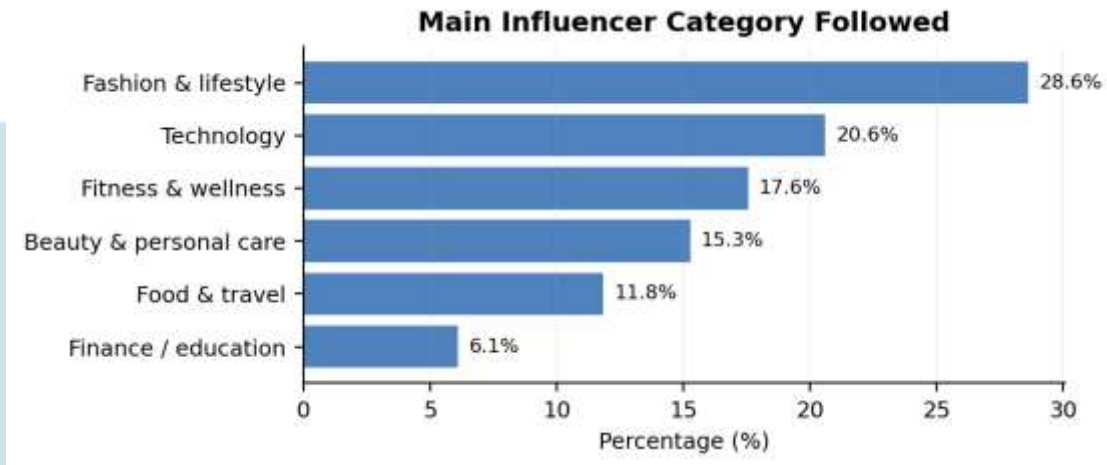


Figure 6. Main influencer category followed by respondents.

The biggest area in the sample is fashion and lifestyle, followed by technology and fitness/wellness. Category relevance is crucial as it can increase perceived credibility and behavioral response (Belanche et al., 2021; Schouten et al., 2020).

5.6 Reliability Analysis

Table 7. Reliability analysis of study constructs

Construct	Items	Cronbach's alpha	Interpretation
Influencer Credibility	4	0.836	Acceptable
Authenticity & Trustworthiness	4	0.842	Acceptable
Influencer Expertise	4	0.855	Acceptable
Product-Influencer Fit	4	0.835	Acceptable
Consumer Engagement	4	0.842	Acceptable
Buying Behavior	4	0.867	Acceptable

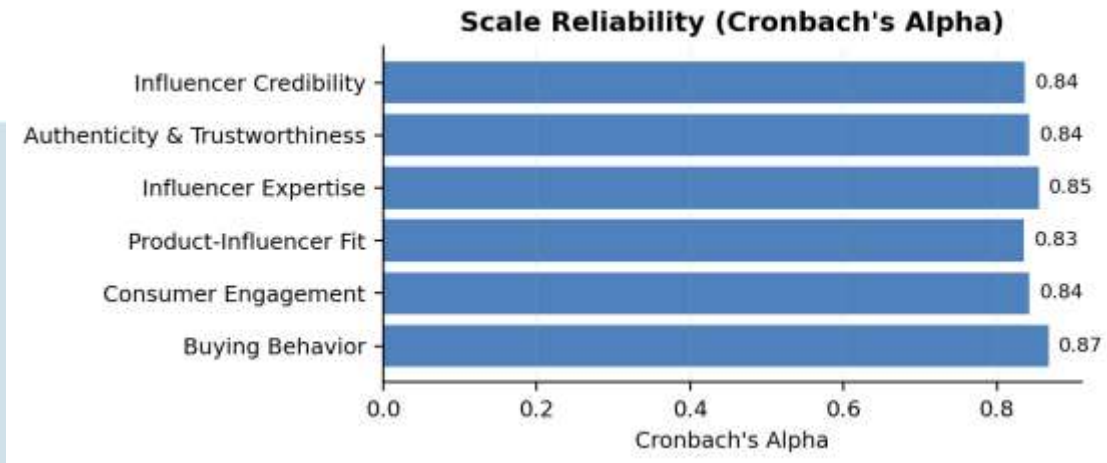


Figure 7. Cronbach's alpha coefficients for the study constructs.

The Cronbach's alpha coefficients are $> .80$ for all six scales, indicating high internal consistency of the measurement model. This facilitates aggregation of the item scores into construct level means for correlation and regression analysis..

5.7 Descriptive Statistics of Study Variables

Table 8. Descriptive statistics of study variables

Variable	Mean	Standard deviation
Influencer Credibility	3.406	1.120
Authenticity & Trustworthiness	3.358	1.126
Influencer Expertise	3.427	1.123
Product-Influencer Fit	3.385	1.091
Consumer Engagement	3.342	1.141
Buying Behavior	3.516	1.117

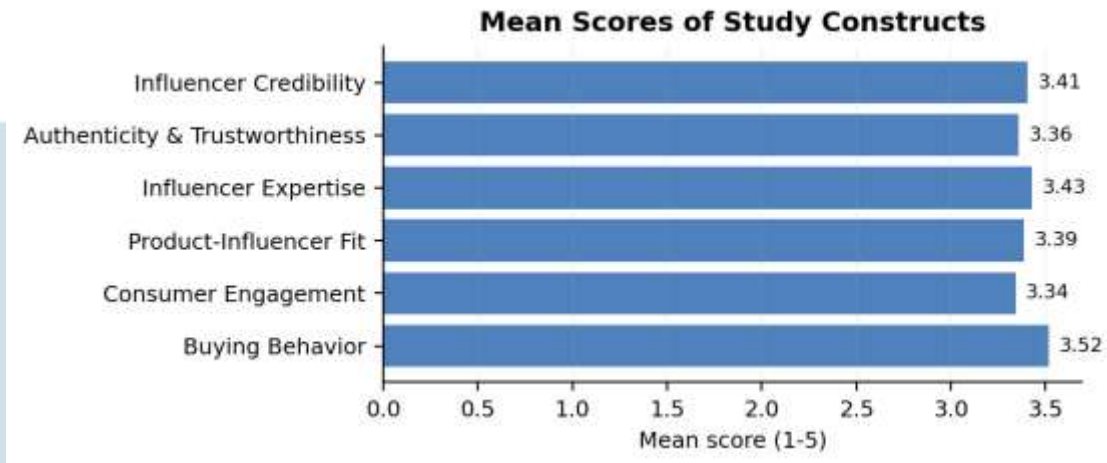


Figure 8. Mean scores of the influencer-marketing constructs and buying behavior.

The mean scores for all are above 3.00 (neutral). The five predictor constructs provide overall positive evaluations, whereas buying behavior has the highest mean..

5.8 Correlation Analysis

Table 9. Pearson correlation matrix

Variable	CRE	AUT	EXP	FIT	ENG	BB
CRE	1.00 0	0.32 5	0.25 5	0.22 3	0.23 2	0.49 2
AUT	0.32 5	1.00 0	0.17 4	0.19 6	0.25 5	0.42 4
EXP	0.25 5	0.17 4	1.00 0	0.34 0	0.28 6	0.38 8
FIT	0.22 3	0.19 6	0.34 0	1.00 0	0.28 0	0.47 7
ENG	0.23 2	0.25 5	0.28 6	0.28 0	1.00 0	0.40 4

Variable	CRE	AUT	EXP	FIT	ENG	BB
BB	0.492	0.424	0.388	0.477	0.404	1.000

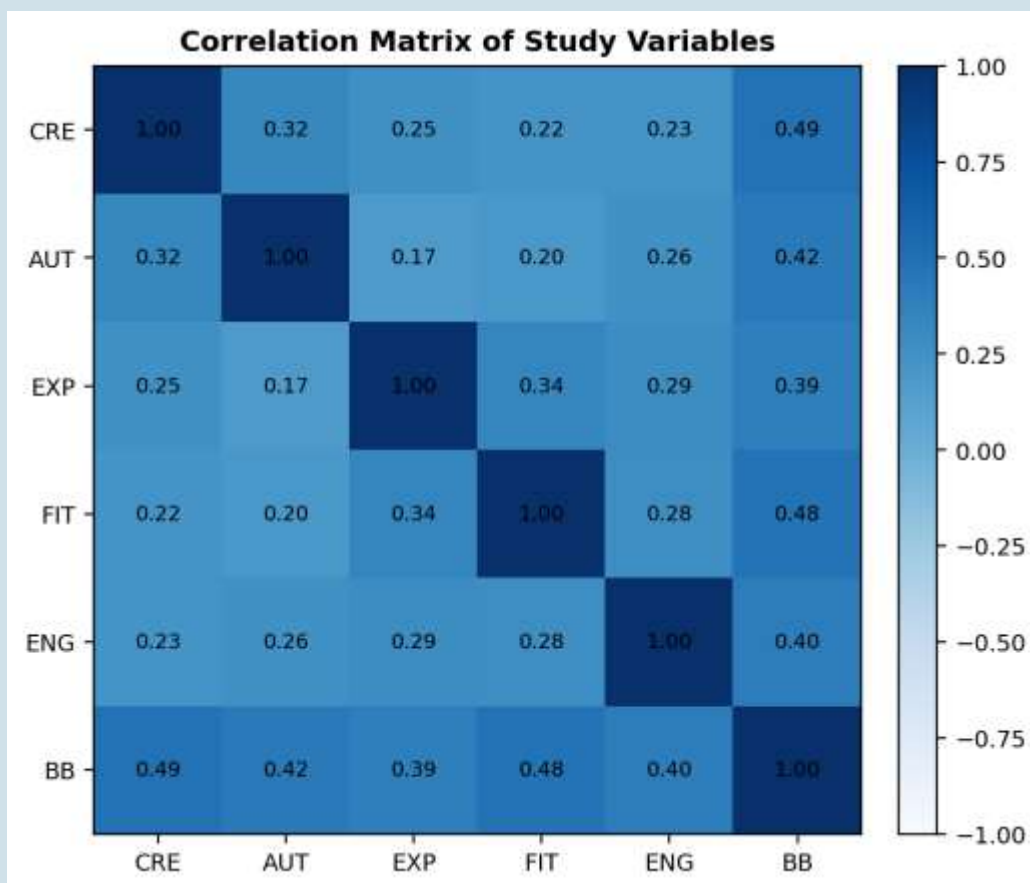


Figure 9. Correlation matrix of the study variables.

The correlation between all the predictor variables and buying behavior is positive. The highest bivariate correlation with the buying behavior in terms of influencers' credibility is 0.492, followed closely by product-influencer fit ($r = 0.477$). The positive relations are in line with previous studies that highlight the importance of credibility and congruence to influencer effectiveness (Belanche et al., 2021; Mehmood et al., 2025)..

5.9 Multiple Regression Model Summary

Table 10. Regression model summary

Statistic	Value
R	0.695
R Square	0.484
Adjusted R Square	0.474
F statistic	47.946
Model significance	$p < .001$
Durbin-Watson	1.999

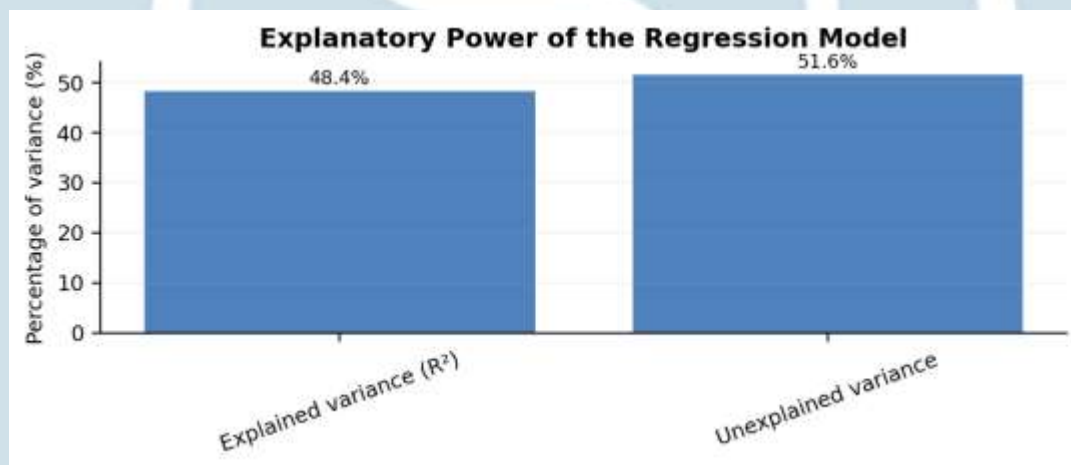


Figure 10. Explained and unexplained variance in Gen Z buying behavior.

The regression model is statistically significant, $F(5, 256) = 47.95$, $p < .001$. The R^2 value is 0.484 which means that the five dimensions of influencer marketing explain 48.4% of the variance in Gen Z buying behaviour in the present analysis. With a Durbin-Watson statistic of 2.00, very close to 2, there is no evidence of any major residual autocorrelation..

5.10 Regression Coefficients and Hypothesis Testing

Table 11. Multiple regression coefficients

Predictor	B	Beta (β)	t	p	VIF
Influencer Credibility	0.287	0.288	5.866	< .001	1.198
Authenticity & Trustworthiness	0.208	0.210	4.307	< .001	1.173
Influencer Expertise	0.135	0.136	2.745	0.006	1.217
Product-Influencer Fit	0.285	0.279	5.653	< .001	1.204
Consumer Engagement	0.163	0.167	3.398	< .001	1.192

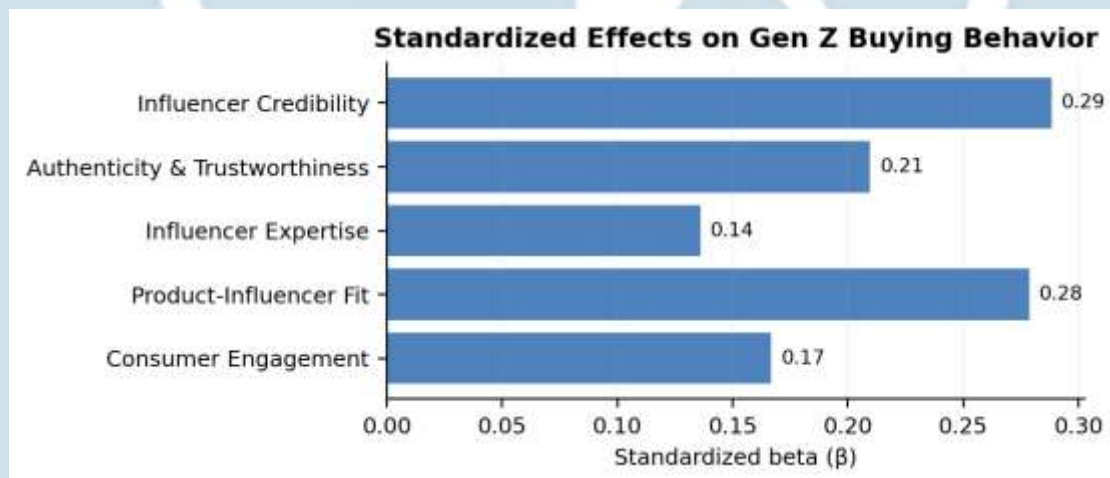


Figure 11. Standardized regression coefficients predicting Gen Z buying behavior.

Influencer credibility is the strongest standardized predictor ($\beta = 0.288$, $p < .001$), followed by product-influencer fit ($\beta = 0.279$, $p < .001$), authenticity and trustworthiness ($\beta = 0.210$,

$p < .001$), consumer engagement ($\beta = 0.167$, $p = 0.001$) and expertise ($\beta = 0.136$, $p = 0.006$). No problem of multicollinearity since the VIF values are low.

Table 12. Summary of hypothesis testing

Hypothesis	Relationship	Evidence	Decision
H1	Credibility Behavior → Buying Behavior	$\beta = 0.288$, $p < .001$	Supported
H2	Authenticity & Trustworthiness → Buying Behavior	$\beta = 0.210$, $p < .001$	Supported
H3	Expertise Behavior → Buying Behavior	$\beta = 0.136$, $p = 0.006$	Supported
H4	Product-Influencer Fit → Buying Behavior	$\beta = 0.279$, $p < .001$	Supported
H5	Engagement Behavior → Buying Behavior	$\beta = 0.167$, $p = 0.001$	Supported

6. Discussion

6.1 Credibility as the Strongest Predictor

The greatest standardized (beta) effect in the regression model is for Credibility ($\beta = 0.288$). The finding is consistent with the insights that the value of a branded content generated by an influencer is related to the credibility of the source (Lou & Yuan, 2019) and that the credibility also plays a role in purchase intention (Weismueller et al., 2020). Furthermore, it aligns with the more recent study that concluded credibility was one of the key mediators between the traits of the influencers and purchase intentions (Mehmood et al., 2025). For Gen Z campaigns, however, there is more focus on the feeling of reliability, believability and consistency to consider than reach.

6.2 Product-Influencer Fit and Relevance

Fit of the product ($\beta = 0.279$) is the second strongest predictor. This finding is consistent with congruence studies that reveal that congruence between influencer, product and consumer improves marketing results (Belanche et al., 2021). A content creator with a known history of creating tech stories is more likely to seem like an authoritative voice when viewing a smartphone, than when he or she is touting a different type of product. The rationale provided by Fit provides a foundation for perceiving the recommendation as a natural one and not an opportunistic one.

6.3 Authenticity and Trustworthiness

Authenticity and trustworthiness also have a positive role and are significant ($\beta = 0.210$). The main secret to commercial worth is keeping the influence's authenticity towards the audience. The crux for commercial value lies in keeping the impression of the influencer's authenticity while being sponsored. Audrezet et al., 2020, demonstrate how transparent and passion-based strategies of authenticity can be used as a way to assist influencers in dealing with this tension. As stated by Cheah et al. (2024), there are detrimental effects that have been reported with over-endorsement, which further suggests that brands should not sponsor too many times or inappropriate collaborations.

6.4 Expertise

There is a small, but statistically significant, independent effect of expertise ($\beta = 0.136$). Knowledge is not restricted to the value of credibility, authenticity and fit and engagement. This is consistent with previous research showing that influencers' characteristics affect their credibility and purchase intent, and that the importance of expertise when a product needs to be evaluated and/or explained (Saima & Khan, 2021). That is why it is not like everyone has experience of being an influencer

6.5 Engagement and Relationship Effects

The effect of engagement is also smaller than credibility and fit and is a significant predictor of buying behaviour ($\beta = 0.167$). The difference is significant because there is no correlation between high conversion and this distinction. Relevant content and trust and relationship quality (Tafesse & Wood, 2021; Sardar et al., 2024) are the best facilitators of engagement. Parasocial and social-comparison mechanisms can also influence the personal relevance of content created by the influencers, enhancing the Gen Z response (Sokolova & Kefi, 2020; Tian et al., 2023).

6.6 Overall Interpretation

The five predictors in the analysis in this draft explain 48.4% of the variance in buying behavior. The model offers a multi-dimensional perspective to understanding the behaviour of members of Generation Z when they are purchasing from influencers, which is influenced by the quality of the source, perceived authenticity of the source, category competence, congruence and ongoing audience interaction. More recent evidence-based reviews also depict the effectiveness of influencers as a combination of source, content and relationship mechanisms (Salunke et al., 2025).

7. Recommendation

- Prior to raw numbers, focus on influencers that have credibility and are trusted by their followers.
- Think of 'fit' of the product-influencer, not the other way round – the reverse is to make the content domain, identity and audience of the creator fit the promoted product.
- Embed clear sponsorship disclosures and ensure that influencers do not sound automated and that it retains its authenticity.
- Be aware that over-endorsing, over-campaigning and presenting a commercial offer can be a problem.
- In the case of high involvement or information rich products, their involvement requires explanation and reassurance from experts who are creating them.
- Beyond vanity metrics such as comments, saves, shares, click-throughs, coupon redemption, and actual conversions, take measures to measure engagement.
- Establish long-term relationships and nurture trust with fewer trusted influencers over time to help build product experience and trust.
- Engage users with platform-specific creative formats, that is, from Instagram to short video, or YouTube

8. Limitations and Scope for Future Research

A cross section survey is unable to prove causal experiments. Future explorations can be conducted as a longitudinal or experimental design to determine changes in behavior over time following repeated exposure to influencers.

Limited population generalisation may be a problem with purposive and convenience sampling. Stratified or probability-based sampling should be applied to cities, socioeconomic groups and product categories in future studies.

Self-reported buying behavior may be affected by recall bias and/or social desirability bias. Survey measures could be combined with transaction data, clickstream data, or data from when coupons are redeemed in future research.

The model focuses on five aspects of influencers. Future studies can be based on the variables of price sensitivity, fear of missing out, peer reviews, brand loyalty, perceived risk, influencer type, disclosure and platform-specific variables (Dinh & Lee, 2022; Salunke et al., 2025).

9. Conclusion

This paper is designed to develop an Analytical model to analyze the effect of Influencer marketing on the buying behaviour of Gen Z consumers with a sample of 262 questionnaire respondents. This model takes into account the simultaneous predictor dimensions of the buying behavior, which are credibility, authenticity and trustworthiness, expertise, product-influencer fit and consumer engagement. The results in this draft show that all five constructs have a positive correlation with buying behavior and the regression model can explain 48.4% of the variations. Credibility and product-influencer fit are discovered to be the most powerful one, where credible influencers catch the attention of the viewer and product-influencer fit is the suggestion that when the influencer's suggestion matches the viewpoint of their content, that is when the suggestion is more effective. The authenticity, involvement and expertise provide additional explanatory value. The number one management lesson learned is that influencer marketing is not followers' management but is a credibility and fit management process. Brands choosing creators who are a good cultural fit with their brand and values, protecting originality, ensuring informative content and building long-term audience relationships will be better positioned to drive actionable purchases. What further sustains this is the trend that can be observed in empirical and evidence-based influencer research, which has been conducted in the last seven years (2018-2025) (Babu et al. 2024; Belanche et al. 2021; Mehmood et al. 2025; Salunke et al. 2025).

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