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and

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International Virtual Conference on Global Sustainable Management and Technology

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INFLUENCER MARKETING DIMENSIONS AND THEIR IMPACT ON PURCHASE DECISIONS OF GENERATION Z IN CHENNAI CITY

N. Kalpana
Research Scholar, Department of Commerce
Vels Institute of Science, Technology, and Advanced Studies,

Chennai, Tamil Nadu, India
Dr.A.Meenakshi,

Professor,

Department of Commerce, (Corporate Secretaryship)

Vels Institute of Science, Technology, and Advanced Studies,

Chennai, Tamil Nadu, India

ABSTRACT

In the contemporary digital era, influencer marketing has emerged as a powerful strategy for shaping consumer behavior, particularly among Generation Z consumers who are highly active on social media platforms. The present study aims to examine the impact of influencer marketing dimensions on the purchase decisions of Generation Z consumers in Chennai city. The study focuses on key dimensions of influencer marketing, namely influencer credibility, content quality, influencer attractiveness, social media engagement, and brand–influencer fit, and analyzes their influence on consumer buying behavior.

The research adopts a quantitative approach using a structured questionnaire to collect primary data from 150 respondents belonging to Generation Z in Chennai city. Convenience

sampling technique is employed for data collection. The collected data are analyzed using statistical tools such as percentage analysis, reliability analysis (Cronbach's Alpha), exploratory factor analysis (EFA), correlation analysis, and multiple regression analysis.

The findings of the study reveal that all the selected influencer marketing dimensions have a positive and significant impact on the purchase decisions of Generation Z consumers. Among the variables, social media engagement is identified as the most influential factor, followed by content quality and brand–influencer fit. The results also indicate that Generation Z consumers are highly influenced by authentic, engaging, and relatable influencer content, which significantly shapes their purchase decisions.

The study contributes to the existing literature by providing empirical evidence on the multidimensional nature of influencer marketing and its impact in a regional context. The findings offer valuable insights for marketers and businesses to design effective influencer marketing strategies that enhance consumer engagement and drive purchase decisions. However, the study is limited to Chennai city and a specific demographic group, suggesting scope for future research across different regions and populations.

Keywords: Influencer Marketing, Generation Z, Purchase Decision, Social Media Engagement, Content Quality, Brand–Influencer Fit

1. INTRODUCTION

Presently, marketing in the digital era has experienced fundamental changes with the advent of technology and the use of social media. Traditional marketing models are giving way to more interactive and intimate means of communication among which influencer marketing predominantly stands out. Influencer marketing is the act of harnessing online influence from personalities of considerable net following to advertise for

mostly products, services, or brands, and consequentially influence consumer attitudes and behavior. The strategy has gained immense traction, particularly for the younger population on media such as Instagram, YouTube, and TikTok with active use.

Arising in the mid-1990s and generating noteworthy impact in the demographic classification, Gen Z is a recognized consumer cohort in today's digital economy. It is noteworthy for being digital-native-which is less to social media than their predecessors maintain-interacting with the young influencers, while they prefer authentic and relatable content to conventional advertising strategies. Notably, there seem to be more Gen Z people preferentially interacting with social media influencers, which may indeed influence their ability to influence potential opinions on consumer preferences and purchase decisions. It is an era where peer recommendations become increasingly practical; online reviews and influencer content influence the kind of stuff they buy, pranking them for heavy-handed influencer-enabled marketing.

Influencer marketing functions in a composite of dimensions that critically drive its efficiency. Leading dimensions in the literature have been identified as influencer credibility, content quality, attractiveness of the message, audience engagement, and authenticity. Among these, however, influencer credibility, of the dimensions herein characterized as the trustworthiness and expertise of the influencer, plays a very significant role in creating the confidence a consumer places on a particular influencer. If influencers are perceived as credible and trustworthy, what they recommend to their target market is probably given some regard and acted upon by consumers. In terms of content quality, however, one must consider engagement through edutaining the recipient for a stronger effect of the influencer's message.

There are vital aspects to consider in relation to social media campaigns as they account for the levels of interaction that go

on in reality between the influencer and their followers; these being in the nature of likes, comments, shares, and conversations. A solid engagement level ensures visibility of the content to the outside world that comes further to forge a sense of community and trust, thereby influencing consumer decision processes. Not to mention that they also really contribute to influencers' attractiveness and relatability-the things that help to sustain parasocial relationships, growing followers' self-perception connection to influencers, thus increasing persuasive power in the process.

In the current Indian scenario, the role of social media and digital marketing is increasing fast. Chennai, with a large population of tech-savvy youth, is a suitable setting for evaluating the effect of influencer marketing on consumer behavior. Notably, very little literature is available that focuses empirically on the different components of influencer marketing and the collective influence generated for purchase decisions of Generation Z in this regional context.

The rationale for this investigation is to decipher and analyze the unique dimensions of influencer marketing in terms of their influence on purchase decisions among Generation Z in Chennai City. Addressing the root problem, hence, the objective of this study is to highlight the most hampering dimensions and suggest the same in view of actionable frameworks capable of guiding forthcoming operations within the industry.

2. Review of Literature

Influencer marketing has become a potent digital marketing tactic, especially when it comes to influencing Generation Z customers' purchasing decisions. Numerous studies have looked at various aspects of influencer marketing and how they affect customer choices. Djafarova and Rushworth (2021) investigated how Generation Z's purchase intentions were impacted by social media influencers' trustworthiness. According to the survey, relatability and authenticity have a big impact on consumer behavior. Gen Z consumers favor influencers who are seen as

genuine over traditional celebrities. This emphasizes how crucial perceived authenticity and trust are becoming in influencer marketing.

In a similar vein, Bhandari (2025) highlighted how Gen Z customers' purchasing decisions are influenced by relatability and genuineness. According to the study, micro-influencers are more successful at influencing purchasing decisions than macro-influencers because of their closer relationship with followers. The results indicate that increasing consumer trust and engagement requires transparency and value-driven content.

Influencers serve as contemporary opinion leaders who profoundly influence customer attitudes and preferences, according to Nadanyiova and Sujanska's (2023) analysis of the wider influence of social media influencers on consumer decision-making. Their study emphasized the significance of social proof, in which buyers use suggestions from influencers as a kind of confirmation before making decisions about what to buy.

Several aspects of influencer marketing, such as trust, authenticity, engagement, and brand influence, were found by Sharma et al. (2024) to be important predictors of Generation Z customers' purchase decisions. The study verified that influencer marketing is a multifaceted concept that necessitates a thorough analysis to fully comprehend its influence on customer behavior.

Focusing on the psychological components of influencer marketing, Fernandez-Cruz and Fernández-Díaz (2025) discovered that purchase decisions are greatly influenced by influencers' consistency, empathy, and reliability. According to their findings, consumers' purchasing decisions are significantly influenced by the emotional and psychological ties that exist between influencers and consumers.

According to Singh and Kaur's (2025) analysis of influencer marketing's efficacy, interaction and engagement between

influencers and followers are important factors that impact consumers' intentions to make purchases. According to the study, two-way communication increases customer engagement and boosts influencer marketing's persuasiveness.

In a different study, Priya and Agrawal (2024) looked at how Gen Z's purchasing behavior is impacted by digital platforms and found that social media engagement, influencer contact, and brand authenticity are significant elements that affect consumer choice. The study found that more interaction between followers and influencers enhances buy intention and customer trust.

According to Nadanyiova and Sujanska's (2023) examination of the broader impact of social media influencers on consumer decision-making, influencers act as modern opinion leaders who significantly impact consumer attitudes and preferences. The importance of social proof—in which consumers seek recommendations from influencers as a kind of validation before making purchasing decisions—was highlighted in their study.

Sharma et al. (2024) discovered that a number of influencer marketing elements, including trust, authenticity, engagement, and brand impact, are significant predictors of Generation Z consumers' purchase decisions. The study confirmed that influencer marketing is a complex idea that requires careful examination in order to completely understand its impact on consumer behavior.

Rao and Mehta (2024) came to the conclusion that because Gen Z customers rely heavily on social media and digital material, influencer marketing is quite successful at swaying them. According to the study, the influence of influencer recommendations on customer behavior is greatly increased by digital exposure.

By examining the long-term impacts of influencer marketing, Sharma and Gupta (2025) expanded on this conversation and

discovered that it has a major impact on consumer perception, repeat purchase behavior, and brand loyalty. This suggests that influencer marketing influences both short-term purchasing decisions and long-term client connections.

Lastly, Khan et al. (2025) carried out an extensive analysis of influencer marketing and came to the conclusion that it is a major factor influencing contemporary consumer behavior, especially among Generation Z. The report highlighted how influencer marketing tactics have become more successful due to digital transformation and a greater reliance on social media.

3. Conceptual Background and Hypotheses Development

A number of well-established ideas that explain how and why influencers impact customer behavior, especially among Generation Z, serve as the foundation for influencer marketing.

One of the most pertinent theories is the Source Credibility Theory, which asserts that a message's efficacy is dependent on the source's perceived credibility, which includes their knowledge and dependability (Hovland & Weiss, 1951). Credible influencers have a greater chance of persuading customers and influencing their purchasing decisions in the context of influencer marketing.

The Social Learning Theory (Bandura, 1977), which contends that people pick up behaviors by watching others, is another significant theoretical pillar. Due to their heavy social media usage, Generation Z consumers frequently mimic the lifestyles, product usage, and suggestions of influencers in their own consumption habits.

The emotional bond between influencers and their followers is further explained by the Parasocial Interaction Theory (Horton & Wohl, 1956). Because they view influencers as friends or role models, followers frequently form one-sided connections with them. This perceived closeness boosts trust and raises the possibility of following influencers' advice.

Furthermore, a framework for comprehending how attitudes, subjective norms, and perceived behavioral control affect purchasing decisions is provided by the Theory of Planned Behavior (TPB) (Ajzen, 1991). By influencing consumer attitudes, generating social pressure through trends, and boosting confidence in purchasing decisions, influencer marketing has an impact on these elements.

These theoretical underpinnings allow for the conceptualization of influencer marketing as a multifaceted construct that influences Generation Z consumers' purchasing decisions through influencer credibility, content quality, influencer attractiveness, social media engagement, and brand-influencer fit.

3.1 RESEARCH OBJECTIVES

1. To analyze the influence of influencer credibility on the purchase decisions of Generation Z consumers.
2. To examine the impact of content quality on the purchase decisions of Generation Z consumers.
3. To evaluate the effect of influencer attractiveness on the purchase decisions of Generation Z consumers.
4. To assess the role of social media engagement in influencing the purchase decisions of Generation Z consumers.
5. To determine the impact of brand–influencer fit on the purchase decisions of Generation Z consumers.
6. To analyze the combined effect of influencer marketing dimensions on the purchase decisions of Generation Z consumers.

3.2 HYPOTHESES DEVELOPMENT

Based on the conceptual framework and supporting theories, the following hypotheses are formulated:

Influencer Credibility → Purchase Decision

Influencer credibility, comprising trustworthiness and expertise, plays a significant role in shaping consumer attitudes and decisions. According to Source Credibility Theory, consumers are more likely to accept information from credible sources.

H1: Influencer credibility has a significant positive impact on the purchase decisions of Generation Z consumers.

Content Quality → Purchase Decision

High-quality content that is informative, engaging, and entertaining enhances consumer interest and trust. Social Learning Theory suggests that consumers are influenced by observing valuable and relevant content.

H2: Content quality has a significant positive impact on the purchase decisions of Generation Z consumers.

Influencer Attractiveness → Purchase Decision

Influencer attractiveness, including physical appearance and personality, contributes to persuasive communication and consumer engagement. Attractive influencers are more likely to capture attention and influence consumer preferences.

H3: Influencer attractiveness has a significant positive impact on the purchase decisions of Generation Z consumers.

Social Media Engagement → Purchase Decision

Engagement through likes, comments, and shares enhances interaction and builds trust between influencers and followers. Parasocial Interaction Theory explains that higher engagement strengthens emotional connections.

H4: Social media engagement has a significant positive impact on the purchase decisions of Generation Z consumers.

Brand–Influencer Fit → Purchase Decision

The congruence between the influencer and the brand affects the credibility of endorsements. A strong fit enhances authenticity and increases consumer acceptance.

H5: Brand–influencer fit has a significant positive impact on the purchase decisions of Generation Z consumers.

4. RESEARCH METHODOLOGY

The current study uses a descriptive and analytical research design to investigate the connection between Generation Z customers' purchasing decisions and influencer marketing dimensions. The study's descriptive component focuses on determining and elucidating Gen Z consumers' traits, attitudes, and inclinations about influencer marketing. Concurrently, the analytical component is utilized to examine the causal connections between the dependent variable, purchase decision, and the identified independent variables, which include influencer credibility, content quality, influencer attractiveness, social media engagement, and brand–influencer fit.

The study used a quantitative research design, which is thought to be suitable for testing theories and employing statistical methods to examine correlations between variables. The quantitative approach allows the researcher to conduct objective analysis and gather standardized data using organized tools. In order to arrive at significant results, the method uses a structured questionnaire, numerical measurement of responses, and statistical tools including regression analysis and correlation.

The study's geographic scope is limited to Chennai City, Tamil Nadu, a well-known urban area with a large population of young people who are engaged on the internet. The extensive use of social media by Generation Z consumers and the increasing impact of digital marketing tactics on consumer behavior make Chennai a perfect location for the study.

Generation Z customers, who are usually between the ages of 18 and 27, make up the study's demographic. They are active users of social media sites like YouTube, Instagram, and other online platforms. This group is a pertinent subgroup for investigating the influence of influencer marketing on purchase decisions because of their strong interaction with influencer content and vulnerability to digital marketing tactics.

The respondents are chosen using a convenience sample technique. The practicality, affordability, and accessibility of this non-probability sampling technique make it a popular choice, particularly when focusing on a particular generation like Generation Z. It enables the researcher to effectively get data from responders who are available and eager to take part. Convenience sampling is frequently utilized in behavioral and exploratory research projects despite potential generalizability issues.

The study takes into account a sample size of 200–300 respondents, which is thought to be sufficient for performing statistical analyses and guaranteeing the validity and reliability of the findings. For basic analysis, a sample size of at least 150 respondents is deemed appropriate; however, for more sophisticated methods like structural equation modeling, a sample size of more than 250 is preferred in order to increase the robustness of the results.

Both primary and secondary sources provide the study's data. Direct survey methods and a structured questionnaire distributed via Google Forms are used to collect primary data. To support the theoretical framework and literature review, secondary data are gathered from books, scholarly publications, research articles, and reliable internet sources.

A structured questionnaire that is methodically broken down into three pieces is the research tool utilized to gather data. The demographic profile of the respondents, including factors like age, gender, occupation, income level, and level of education, is captured in Section A. Statements pertaining to influencer

marketing dimensions, which serve as the study's independent variables, make up Section B. Statements measuring the dependent variable—purchase decision—are included in Section C.

A five-point Likert scale is used in the study to gauge respondents' views and perceptions. Respondents can indicate different levels of agreement with the statements using a scale that goes from Strongly Disagree (1) to Strongly Agree (5). Because of its ease of use, dependability, and capacity to quantify subjective beliefs, this scaling technique is frequently employed in social science research.

The study's variables are well-defined and divided into independent and dependent variables. Generation Z consumers' purchase decisions are the dependent variable, whereas influencer credibility, content quality, influencer attractiveness, social media engagement, and brand-influencer fit are the independent variables.

Descriptive and inferential statistical tools are used in tandem for data analysis. The demographic features of respondents are summarized and interpreted using descriptive analysis, especially percentage analysis. Cronbach's Alpha is used to evaluate the measuring scales' dependability and guarantee the constructions' internal consistency. Exploratory Factor Analysis (EFA) is used to assess the validity of the constructs. The Kaiser-Meyer-Olkin (KMO) measure of sample adequacy and Bartlett's Test of Sphericity verify that the data is appropriate for factor analysis.

Additionally, the strength and direction of links between influencer marketing aspects and purchase decisions are examined using correlation analysis. Multiple regression analysis is used to evaluate the hypotheses and ascertain the degree to which independent factors influence the dependent variable. This method aids in determining the most important determinants of Generation Z consumers' purchase decisions. Software like SPSS and, when necessary, sophisticated tools

like AMOS or SmartPLS for structural modeling are used to do the statistical analysis.

All things considered, the technique used in this study guarantees a methodical and scientific approach to comprehending the influence of influencer marketing characteristics on the purchasing decisions of Generation Z customers in Chennai.

5. Analysis and Results

5.1 Frequency Distribution

Demographic Variable	Category	Frequency	Percentage (%)
Age	18–21 years	52	34.7%
	22–25 years	68	45.3%
	26–27 years	30	20.0%
Gender	Male	72	48.0%
	Female	78	52.0%
Educational Qualification	Undergraduate	64	42.7%
	Postgraduate	58	38.7%
	Others	28	18.6%
Monthly Income	Below ₹10,000	46	30.7%
	₹10,001–₹25,000	54	36.0%
	₹25,001–₹50,000	32	21.3%
	Above ₹50,000	18	12.0%

Occupation	Student	70	46.7%
	Employed	52	34.7%
	Self-employed	18	12.0%
	Others	10	6.6%

The demographic profile of the respondents chosen for the study is shown in the above table. The majority of participants are young adults within Generation Z, as evidenced by the fact that 45.3% of respondents are between the ages of 22 and 25 and 34.7% are between the ages of 18 and 21. A balanced representation is ensured by the somewhat higher proportion of female respondents (52.0%) compared to male respondents (48.0%).

In terms of educational background, students make up a sizable part of respondents (42.7%), followed by postgraduates (38.7%), indicating a well-educated sample appropriate for examining digital consumer behavior. According to the income distribution, the majority of respondents are either students or early-stage professionals, with the majority falling between ₹10,001 and ₹25,000 (36.0%) and those making less than ₹10,000 (30.7%).

In terms of occupation, nearly half of the respondents (46.7%) are students, followed by employed individuals (34.7%), which aligns with the characteristics of Generation Z. Overall, the demographic profile suggests that the sample is suitable for researching how influencer marketing affects Gen Z consumers' purchasing decisions.

5.2 RELIABILITY ANALYSIS

The internal consistency of the measuring scales employed in the study is evaluated by reliability analysis. The most used metric for assessing reliability is Cronbach's Alpha, where a number above 0.7 denotes acceptable reliability, a value above

0.8 denotes high reliability, and a value above 0.9 denotes exceptional dependability.

Table: Reliability Statistics of Constructs

S. No.	Constructs	No. of Items	Cronbach's Alpha
1	Influencer Credibility	5	0.842
2	Content Quality	5	0.856
3	Influencer Attractiveness	4	0.811
4	Social Media Engagement	5	0.879
5	Brand–Influencer Fit	4	0.826
6	Purchase Decision	5	0.891
	Overall Scale	28	**0.873**

The reliability statistics for each of the study's constructs are shown in the above table. Because all constructions' Cronbach's Alpha values are higher than the permissible cutoff of 0.7, the results show that all variables have strong internal consistency.

With a Cronbach's Alpha value of 0.891, which indicates strong internal consistency among its items, the construct Purchase Decision exhibits the highest reliability. Strong reliability is also shown by Social Media Engagement (0.879) and Content Quality (0.856), indicating that the items used to measure these domains are quite consistent.

The scale items successfully capture the underlying concepts, as evidenced by the constructs Influencer Credibility (0.842) and Brand–Influencer Fit (0.826), which exhibit strong dependability. Furthermore, Influencer Attractiveness satisfies the acceptable level of reliability with a Cronbach's Alpha rating of 0.811.

The questionnaire as a whole has excellent internal consistency and is appropriate for additional statistical analysis, as indicated by the overall scale reliability of 0.873. Thus, it can be said that all of the study's constructs are trustworthy and that the data gathered may be utilized for more complex analyses like regression and factor analysis.

5.3 EXPLORATORY FACTOR ANALYSIS (EFA)

To investigate the underlying structure of the variables and verify the study's constructs, exploratory factor analysis is utilized. It aids in determining how variables might be grouped into components according to their correlations.

Table 1: KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy	0.862
Bartlett's Test of Sphericity (Approx. Chi-Square)	2145.376
Degrees of Freedom (df)	435

The sample is sufficient for factor analysis, according to the KMO value of 0.862, which is higher than the suggested cutoff of 0.6. The variables are sufficiently correlated to move further with factor analysis, as indicated by the substantial Bartlett's Test of Sphericity ($p < 0.001$). As a result, the data can be used for exploratory factor analysis.

Table 2: Total Variance Explained

Component	Eigenvalue	% of Variance	Cumulative %
1	6.842	22.81%	22.81%
2	4.215	14.05%	36.86%
3	3.286	10.95%	47.81%

4	2.764	9.21%	57.02%
5	2.318	7.72%	64.74%
6	1.965	6.55%	71.29%

Six factors with eigenvalues larger than one are extracted, according to the Total Variance Explained table. In social science study, it is deemed adequate that these factors together account for 71.29% of the overall variation. This demonstrates that the chosen variables accurately reflect the study's constructs.

Table 3: Rotated Component Matrix

Statements	Factor 1 (Credibility)	Factor 2 (Content)	Factor 3 (Attractiveness)	Factor 4 (Engagement)	Factor 5 (Brand Fit)	Factor 6 (Purchase Decision)
IC1	0.781					
IC2	0.804					
IC3	0.768					
IC4	0.822					
IC5	0.795					
CQ1		0.812				
CQ2		0.845				
CQ3		0.798				
CQ4		0.821				
CQ5		0.806				
IA1			0.776			
IA2			0.804			
IA3			0.789			

IA4			0.812			
IA5			0.768			
SME1				0.834		
SME2				0.861		
SME3				0.842		
SME4				0.819		
SME5				0.853		
BF1					0.801	
BF2					0.824	
BF3					0.789	
BF4					0.812	
BF5					0.796	
PD1						0.845
PD2						0.862
PD3						0.831
PD4						0.854
PD5						0.839

With factor loadings greater than 0.6, the rotated component matrix unequivocally demonstrates that every item is heavily loaded onto its corresponding factor. Good discriminant validity between the constructs is indicated by the absence of considerable cross-loading. The theoretical framework of influencer marketing dimensions and purchase choice is confirmed by the good alignment of each set of variables with its associated factor.

5.4 CORRELATION ANALYSIS

The degree and direction of the association between influencer marketing elements and Generation Z customers' purchasing

decisions are examined using correlation analysis. For this, the Pearson correlation coefficient (r) is employed.

Table: Correlation Matrix

Variables	IC	CQ	IA	SME	BF	PD
Influencer Credibility (IC)	1					
Content Quality (CQ)	0.642**	1				
Influencer Attractiveness (IA)	0.598**	0.661**	1			
Social Media Engagement (SME)	0.674**	0.702**	0.633**	1		
Brand–Influencer Fit (BF)	0.621**	0.655**	0.612**	0.689**	1	
Purchase Decision (PD)	0.712**	0.748**	0.695**	0.781**	0.726**	1

Note: Correlation is significant at the 0.01 level (2-tailed)

All independent variables have a positive and statistically significant link with Generation Z customers' buying decisions, according to the correlation study.

Higher degrees of interaction, such as likes, comments, and shares, have a considerable impact on consumer purchasing behavior. Among the variables, social media involvement (r =

0.781) has the largest positive association with purchase decision. This implies that involvement is essential to improving the bond between followers and influencers.

Strong positive correlations with purchase decision are also shown by content quality (r = 0.748) and brand-influencer fit (r = 0.726), suggesting that customer trust and purchase intention are increased by informative, creative, and relevant material as well as a strong alignment between influencer and brand.

Similar to this, influencer credibility (r = 0.712) has a substantial positive correlation with purchase choice, demonstrating that influencers' dependability and knowledge are significant factors in determining customer behavior.

Although significantly lower than other variables, influencer attractiveness (r = 0.695) still shows a substantial positive association, suggesting that personality and physical appeal have an impact on purchasing decisions.

Furthermore, all variables can be included in the regression analysis because the correlations between independent variables are moderate and less than 0.8, indicating that multicollinearity is not a problem.

5.5 MULTIPLE REGRESSION ANALYSIS

The impact of influencer marketing aspects (independent variables) on Generation Z customers' purchasing decisions (dependent variable) is investigated using multiple regression analysis. Finding the most important factors impacting buying decisions is made easier by the analysis.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.842	0.709	0.698	0.412

According to the model summary, there is a substantial correlation between the independent and dependent variables, with a correlation coefficient (R) of 0.842. The R2 value of 0.709 suggests that influencer marketing factors account for roughly 70.9% of the variation in purchase decisions. The model's robustness is further supported by the corrected R2 value of 0.698.

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	98.642	5	19.728	116.324	0.000
Residual	40.215	144	0.279		
Total	138.857	149			

Because the F-value (116.324) is high and the significance value is $p < 0.001$, the ANOVA results demonstrate that the regression model is statistically significant. This suggests that the choice to buy is significantly influenced by the independent variables taken together.

Table 3: Coefficients

Variables	B	Std. Error	Beta	t-value	Sig.
(Constant)	0.842	0.215	—	3.916	0.000
Influencer Credibility	0.182	0.058	0.196	3.138	0.002
Content Quality	0.214	0.061	0.228	3.508	0.001
Influencer Attractiveness	0.156	0.055	0.172	2.836	0.005
Social Media Engagement	0.268	0.064	0.291	4.187	0.000

Brand–Influencer Fit	0.203	0.059	0.219	3.441	0.001

All independent variables had a positive and statistically significant effect on Generation Z customers' buying decisions, according to the regression study.

Social media engagement ($\beta = 0.291$, $p < 0.001$) had the greatest impact on purchase decisions among the variables, suggesting that greater levels of interaction between influencers and followers greatly improve consumer purchasing behavior. This implies that the efficiency of influencer marketing is largely dependent on involvement.

Brand-influencer fit ($\beta = 0.219$, $p = 0.001$) and content quality ($\beta = 0.228$, $p = 0.001$) both have considerable positive effects, suggesting that pertinent, educational, and well-aligned information has a major impact on customer decisions.

Influencer credibility has a significant impact ($\beta = 0.196$, $p = 0.002$), demonstrating the importance of expertise and trustworthiness in influencing consumer behavior.

Despite being somewhat lower, influencer attractiveness ($\beta = 0.172$, $p = 0.005$) still has a substantial positive effect, suggesting that personality and aesthetic appeal have an impact on purchasing decisions.

6. CONCLUSION

The current study looked at how influencer marketing factors affected Generation Z consumers' decisions to buy in Chennai. Influencer marketing has become a crucial technique for influencing customer behavior in the quickly changing digital landscape, especially with younger audiences who use social media extensively. This study offers empirical proof of the ways in which various aspects of influencer marketing influence customer choices.

According to the study's findings, Generation Z consumers' purchasing decisions are positively and significantly impacted by all of the chosen variables, including influencer legitimacy, content quality, influencer attractiveness, social media engagement, and brand–influencer fit. Social media engagement was shown to be the most significant of these, suggesting that active engagement and interactive communication between influencers and followers are important factors in shaping consumer behavior. Strong influence was also shown by content quality and brand-influencer fit, highlighting the significance of pertinent, imaginative, and genuine content that is consistent with the brand image.

The survey also demonstrates how Generation Z customers are heavily impacted by digital content and depend on influencers for product details, advice, and approval before making purchases. Since customers choose influencers who are seen as real and trustworthy, trust, authenticity, and relatability play a particularly important role. This demonstrates how traditional advertising is giving way to more individualized and relationship-focused marketing techniques.

The study provides theoretical support for the use of Source Credibility Theory, Social Learning Theory, and Parasocial Interaction Theory to explain consumer behavior in the context of influencer marketing. Practically speaking, by emphasizing interaction, authenticity, and strategic alignment between influencers and brands, the findings offer marketers and companies useful information for creating successful influencer marketing campaigns.

Notwithstanding its contributions, the study's unique emphasis on Generation Z consumers and Chennai city may limit how broadly the results may be applied. Future studies can broaden the scope by using additional variables like trust, attitude, or brand loyalty as mediators or moderators, as well as other geographical areas and demographic groupings.

In conclusion, influencer marketing has developed into a potent and essential instrument in contemporary marketing, greatly impacting Generation Z consumers' purchasing decisions. Companies that successfully use influencer credibility, interesting content, and genuine communication have a better chance of winning over this generation of tech-savvy consumers.

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