
THE GEN Z EFFECT: MEASURING INFLUENCER MARKETING IMPACT

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ABSTRACT

The current situation features tough competition, fast technological progress, and ever-changing customer needs and preferences. In this active environment, organizations must carry out ongoing market research and adopt strategies that fit their goals and target audience. One important strategy is influencer marketing. It has become a key part of a company's marketing plan since it helps create a unique brand image and build a strong influence in the eyes of consumers, especially among Gen Z. Influencer marketing involves partnerships between brands and social media influencers who have real reach, credibility, and trust with their followers. These influencers promote products or services in a relatable and engaging way. They often blend promotions into their daily content, making the advertising feel more natural and less intrusive than traditional ads. Additionally, influencer marketing is central to modern digital marketing. It allows brands to create a unique identity and foster a strong emotional connection with their target customers. Unlike traditional marketing, which typically relies on one-way communication, influencer marketing encourages two-way interaction. This lets consumers engage, respond, and share their opinions instantly. This interactive aspect boosts customer involvement and strengthens the bond between brands and consumers. Likewise, the use of storytelling, personalized content, and visual appeal by influencers further improves the effectiveness of this strategy. Gen Z customers, born between 1997 and 2012, have been greatly impacted by influencer marketing. This generation spends a lot of time on platforms like Instagram, TikTok, and YouTube, where they actively check out new trends, look for peer suggestions, and make informed buying decisions. In summary, influencer marketing has transformed how brands connect with consumers, particularly Gen Z. Its focus on authenticity, relatability, and interactive communication makes it a powerful tool for shaping consumer behavior. As digital platforms keep evolving,

influencer marketing will likely play an even more important role in helping organizations reach their marketing goals and maintain a competitive edge in the market.

KEYWORDS: Influencer Marketing, Generation Z (Gen Z), Digital Marketing, Social Media Platforms, Consumer Behavior, Brand Awareness, Brand Engagement, Purchase Intention, Online Advertising, Content Marketing, Customer Interaction, Brand Trust, Authenticity, Social Media Influencers, Marketing Strategy.

INTRODUCTION

In the present digital era, marketing has undergone a significant transformation due to the rapid growth of social media platforms. Traditional advertising methods are gradually being replaced by digital marketing strategies that focus on engagement, personalization, and authenticity. One such emerging strategy is Influencer Marketing, which has become a powerful tool for brands to connect with their target audience, especially Generation Z Gen Z.

Influencer marketing refers to the practice of collaborating with social media influencers—individuals who have a strong online presence and the ability to influence the opinions and purchase decisions of their followers. Platforms such as Instagram, YouTube, Snapchat, and TikTok have become major channels where influencers promote products, services, and brands in a more relatable and trustworthy manner.

Generation Z, typically defined as individuals born between 1997 and 2012, represents a digitally native consumer group. This generation spends a considerable amount of time on social media and relies heavily on online reviews, influencer recommendations, and digital content before making purchasing decisions. Unlike previous generations, Gen Z consumers value authenticity, transparency, creativity, and social responsibility in brand communication.

The increasing dependence of Gen Z consumers on influencers has encouraged marketers to invest heavily in influencer marketing campaigns. Influencers act as a bridge between brands and consumers by shaping perceptions, building brand awareness, and driving purchase intentions. Therefore, studying the influence of influencer marketing on Gen Z consumers is crucial to understand changing consumer behavior and modern marketing dynamics.

This study focuses on analyzing how influencer marketing impacts the attitudes, preferences, and buying behavior of Gen Z consumers.

1.1 NEED FOR THE STUDY

The study aims to understand how influencer marketing affects the purchase decisions of Gen Z consumers by examining the impact influencers have on their buying behavior. It also seeks to analyze the role of social media influencers in shaping brand perception and influencing how young consumers view and connect with brands. Furthermore, the study explores the reasons why brands increasingly rely on influencer marketing as a strategic approach to effectively target Gen Z audiences. Finally, it aims to identify the effectiveness of influencer marketing in comparison to traditional advertising methods, highlighting its advantages and overall impact in the modern marketing landscape.

1.2 SCOPE OF THE STUDY

The study focuses on Gen Z consumers who actively use social media platforms and are regularly exposed to digital content. It examines influencer marketing activities carried out on popular platforms such as Instagram, YouTube, and TikTok, where influencers engage with audiences through promotional content and brand collaborations. Additionally, the study aims to understand consumer perception, brand awareness, and buying behavior that are influenced by social media influencers and their online presence.

1.3 OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. To analyze the factors that make influencer marketing effective among Gen Z.
2. To examine how influencers impact brand awareness and brand trust.
3. To understand Gen Z's preference for influencer marketing over traditional advertisements.

1.4 RESEARCH METHODOLOGY

1. DATA SOURCE – PRIMARY DATA AND SECONDARY DATA
2. PRIMARY DATA: Primary data will be collected through a structured questionnaire distributed among Gen Z consumers using online survey methods.
3. RESEARCH DESIGN – Descriptive Research
4. SAMPLING METHOD – Convenience Sampling
5. SAMPLE SIZE – 91
6. ANALYTICAL TOOLS – Percentage analysis, pie charts, correlation methods

6.1 LIMITATIONS OF THE STUDY

1. The study is limited to a small sample size.
2. The responses may be biased due to personal opinions of respondents.
3. The study is restricted to Gen Z consumers only.
4. Time constraints limit deeper analysis.

Concept and Role of Social Media Influencers

(2011)-Freberg et al.

Freberg et al. (2011) conducted one of the earliest and most influential studies on social media influencers, defining them as individuals who function as opinion leaders by shaping the attitudes, perceptions, and behaviors of their audience through blogs, videos, and social media platforms. The study emphasized that influencers possess the ability to affect consumer decision-making processes due to their perceived expertise, credibility, and relatability. Unlike traditional celebrities who maintain a distant and often aspirational image, influencers cultivate a sense of closeness and accessibility by engaging directly with their followers through comments, live sessions, and personalized content. This continuous interaction fosters a strong emotional bond and enhances the level of trust between influencers and their audience. Influencers often share real-life experiences, product reviews, tutorials, and recommendations, which contribute to higher levels of consumer confidence and reduce perceived risk in purchasing decisions. They tend to trust peer-like recommendations more than traditional advertisements, making influencers a powerful medium for communication. Therefore, Freberg et al. (2011) provides a strong theoretical foundation for understanding how influencer marketing shapes Gen Z buying behavior through trust, relatability, and continuous engagement.

Impact of Influencer Popularity on Brand Perception-

De Veirman, Cauberghe & Hudders (2017)

De Veirman, Cauberghe, and Hudders (2017) conducted an important study to examine how influencer popularity, particularly measured by follower count, affects brand perception and consumer attitudes. The study revealed that influencers with a larger number of followers tend to enhance brand visibility, reach, and awareness, as their content is exposed to a wider audience. However, the study also identified certain limitations associated with excessive popularity. As a result, the effectiveness of influencer marketing may decline if the influencer is perceived as overly commercialized or lacking genuine connection with the product.

Another key finding of the study was the importance of influencer–brand congruence. A well-matched influencer enhances credibility and strengthens brand perception, whereas a mismatch can lead to skepticism and negative attitudes among consumers.

Influence of Source Credibility and Content Quality in Influencer Marketing

(2019)-Lou & Yuan

Lou and Yuan (2019) conducted a comprehensive study to analyze the effectiveness of influencer marketing by focusing on key factors such as source credibility, content quality, and sponsorship transparency. The study emphasized that source credibility, which includes expertise, trustworthiness, and attractiveness of the influencer, plays a vital role in shaping consumer attitudes toward brands. Influencers who invest effort in creating creative and original content are more likely to establish a strong connection with their audience. This connection not only increases engagement rates but also strengthens brand recall and loyalty. The research further pointed out the importance of sponsorship transparency, stating that openly disclosing paid partnerships does not necessarily reduce trust if the influencer maintains honesty and authenticity. In fact, transparency can enhance credibility by demonstrating integrity and ethical behavior. Consumers, especially Generation Z, appreciate honesty and are more likely to respond positively to influencers who are transparent about their collaborations.

Role of Authenticity in Influencer Marketing

(2018)-Audrezet, de Kerviler & Guidry

Audrezet, de Kerviler, and Guidry (2018) conducted a detailed study focusing on the role of authenticity in influencer marketing and its impact on consumer trust and engagement. The study highlighted that authenticity has become a critical factor in the success of influencer marketing, especially in the digital age where consumers are exposed to a vast amount of promotional content. Authenticity refers to the extent to which influencers are perceived as genuine, honest, and consistent in their communication. The researchers found that consumers, particularly Generation Z, are highly sensitive to content that appears artificial, scripted, or overly promotional. When influencers promote products solely for financial benefits without genuine interest, it negatively affects their credibility and reduces audience trust. This approach not only increases engagement but also fosters long-term relationships

between influencers and their followers. Additionally, consistent behavior and alignment with personal values further strengthen the perception of authenticity. This study is highly relevant to the present research as it demonstrates that authenticity is a key determinant of influencer effectiveness among Gen Z consumers. Since this generation values honesty and transparency, they are more likely to trust and follow influencers who maintain genuine communication. Therefore, brands must prioritize authenticity in their influencer marketing strategies to achieve better results.

Study on Generation Z Consumer Behavior in the Digital Environment

(2017) Priporas, Stylos & Fotiadis

Priporas, Stylos, and Fotiadis (2017) conducted an extensive study on Generation Z consumer behavior in the digital environment, highlighting the unique characteristics and preferences of this generation. The research identified that Gen Z consumers are highly tech-savvy, socially connected, and deeply influenced by digital media. They have grown up in an era of smartphones, social media, and instant access to information, which has significantly shaped their attitudes and purchasing behavior. This preference makes influencer marketing an ideal strategy for targeting this generation, as influencers create content that aligns with these expectations. Furthermore, the research highlighted that Gen Z values peer opinions and social proof when making purchase decisions. They tend to rely on reviews, recommendations, and influencer endorsements to evaluate products and brands. This behavior increases the importance of influencers as trusted sources of information. The study also pointed out that Gen Z consumers seek personalized experiences and expect brands to communicate in a relatable and meaningful manner. Another important finding of the study is that Gen Z consumers are highly conscious of brand values, ethics, and social responsibility. They prefer brands that align with their beliefs and demonstrate authenticity and transparency. Influencers play a crucial role in conveying these values and shaping brand perception.

Impact of Influencer–Brand Congruence on Consumer Engagement

(2019)–Ki & Kim

Ki and Kim (2019) conducted an in-depth study to analyze the relationship between influencer–brand congruence and consumer engagement on social media platforms. Influencer–brand congruence refers to the degree of alignment between an influencer's personality, values, content style, and the image of the brand they promote. The study

emphasized that when there is a strong match between the influencer and the brand, consumers perceive the endorsement as more authentic, credible, and trustworthy. This alignment reduces skepticism among audiences and enhances the effectiveness of marketing communication. Furthermore, the study highlighted that Generation Z consumers are particularly sensitive to influencer–brand congruence. Being highly aware and digitally literate, Gen Z carefully evaluates whether the influencer genuinely uses or believes in the product being promoted. They are more likely to respond positively to influencers whose lifestyle, interests, and values align with their own identity. This creates a sense of relatability and trust, which significantly influences their attitudes toward the brand.

What is Influencer Marketing?

Influencer marketing is a form of social media marketing that involves brands collaborating with individuals (influencers) who have a significant and engaged following on platforms like Instagram, TikTok, YouTube, or Snapchat. These influencers create and share authentic content to endorse or promote a brand's products/services, leveraging their credibility and trust within a specific niche. Unlike traditional celebrity endorsements, influencer marketing relies on relatable, everyday creators who act as peer recommendations rather than paid celebrities.

It works through sponsored posts, stories, Reels, live sessions, or user-generated content (where the influencer's audience perceives the promotion as genuine advice. For Gen Z customers (born 1997–2012), who are digital natives and spend hours daily on social media, influencer marketing feels like word-of-mouth from friends rather than corporate advertising. It builds on the principle of social proof when a trusted influencer recommends something, Gen Z sees it as reliable.

Influencer Marketing Strategy

Influencer marketing strategy involves brands identifying the right influencers, setting clear objectives (awareness, engagement, or sales), and creating campaigns that align with the influencer's style and the brand's values. Key elements include choosing micro-influencers (10K–100K followers) or nano-influencers for higher authenticity and engagement rates among Gen Z, as they appear more relatable than mega-influencers.

The strategy focuses on platforms like TikTok and Instagram Reels (where Gen Z spends most time), using short-form video, challenges, and authentic storytelling. Brands measure success through metrics like engagement rate, conversion, and ROI. For Gen Z, the strategy

emphasizes transparency clear ad disclosure, long-term partnerships over one-off posts, and value alignment sustainability, inclusivity. This creates a win-win: influencers get creative freedom, and brands gain organic reach without feeling “salesy.”

Evolution of Influencer Marketing

Influencer marketing has evolved from traditional celebrity endorsements to a more personalized and digital approach.

Earlier Stage

- Brands relied on film stars and celebrities
- High cost and limited engagement
- One-way communication

Modern Stage

- Rise of social media platforms
- Emergence of micro and nano influencers
- Two-way communication with audience
- High engagement and relatability

Today, even individuals with small follower counts can influence purchasing decisions, making influencer marketing more accessible and effective.

Characteristics of Influencer Marketing on Gen Z Customers

Influencer marketing for Gen Z is characterized by high authenticity, relatability, and interactivity. Gen Z trusts influencers more than brands or traditional ads recent data shows 87% of Gen Z are willing to buy products recommended by influencers (higher than Millennials or Gen X). They value micro-influencers who share real-life experiences, UGC, and transparent content over polished celebrity ads.

Key traits include:

- **Digital-first and platform-specific** (TikTok challenges, Instagram Stories).
- **Value-driven** (focus on sustainability, mental health, diversity).
- **Two-way engagement** (likes, comments, duets create community).
- **Fast-paced and visual** (short videos, memes, trends).

Gen Z's skepticism toward traditional advertising makes influencer content stand out because it feels personal and non-intrusive.

How Influencer Marketing Influences Gen Z Customers?

Influencer marketing strongly influences Gen Z's attitudes, opinions, and purchase behaviour by creating emotional connections and social proof. Gen Z relies on influencers for discovery and validation studies show 56% of Gen Z made purchases based on influencer recommendations in 2025 (up from 41% in 2023), and 55% say social/influencer content influences their choices (vs 32% for older adults).

It works through parasocial relationships (feeling like the influencer is a friend), FOMO (fear of missing out on trends), and perceived expertise. When an influencer shares honest reviews or lifestyle integration, Gen Z perceives the product as relevant and trustworthy, leading to higher consideration and conversion. For example, beauty or fashion influencers drive impulse buys among Gen Z by showing "real" results. This influence extends beyond purchase to brand loyalty and advocacy, as Gen Z often shares the content further.

Different Approaches Taken by Brands in Influencer Marketing for Gen Z

Brands adopt several targeted approaches to connect with Gen Z:

- 1 Micro/Nano-Influencer Focus:** Partnering with smaller creators for higher trust and engagement (better ROI than big celebrities).
- 2 TikTok-First Campaigns:** Using viral challenges, duets, and trending sounds for organic reach.
- 3 Authenticity & UGC Campaigns:** Encouraging influencers to co-create content rather than scripted ads (e.g., "get ready with me" videos).
- 4 Value-Aligned Partnerships:** Collaborating on social causes (sustainability, mental health) to match Gen Z's priorities.
- 5 Social Commerce Integration:** Direct shoppable links in influencer posts for seamless buying.

These approaches make campaigns feel native to Gen Z's platforms and lifestyle.

Key Steps

1. Identifying the target audience
2. Selecting the right influencers
3. Defining campaign objectives

4. Creatingengagingcontent
5. Measuringperformance

Types of Influencers

- **Nanoinfluencers**(1K–10Kfollowers)
- **Microinfluencers**(10K–100Kfollowers)
- **Macroinfluencers**(100K–1Mfollowers)
- **Megainfluencers**(1M+followers)

For Gen Z, micro and nano influencers are more effective due to higher engagementrates and authenticity.

DifferentInfluencerMarketingstrategiestakenbybrands

BrandsusevariedstrategiestomaximizeimpactonGenZ:

- 1 **Premium/Exclusive Strategy:** Limited-edition drops or early access via influencers to create hype.
- 2 **Community-Building Strategy:** Long-term ambassador programs where influencersbecome brand advocates.
- 3 **Co-CreationStrategy:**Jointproductdevelopmentorchallenges(e.g.,Chipotle’sLidFlip).
- 4 **DiversificationStrategy:**Mixingmacro,micro,andnano-influencersacrossniches.
- 5 **HybridStrategy:**Combininginfluencerswithuser-generatedcontentandbrandads for omnichannel presence.

Thesestrategiesthelpbrandsstayrelevant,driveengagement,andbuildlong-term loyalty among Gen Z.

Role of customer perception/trust in influencer marketing for GenZ

Customerperceptionandtrustarecentraltoinfluencermarketing’ssuccesswithGen

Z. Gen Z is highly sceptical of traditional adsbut places strong trust in influencers they follow (up to 94% in some surveys). Trust stems from perceived authenticity, transparency (#ad disclosure), and alignment with values.

When an influencer’s content feels genuine (not overly salesy), Gen Z’s perception of the brand improves, leading to higher purchase intention and loyalty. Brand trust is built indirectly through the influencer’s credibility — if the influencer is relatable and consistent, Gen Z transfers that trust to the product. Low trust (e.g., undisclosed sponsorships or mismatched values) can lead to backlash or “de-influencing.”

How companies managed to create a strong connection with Gen Z customers through influencers

Companies create strong connections by:

- 1 **Personalization & Relatability:** Influencers share real-life stories, making Gen Z feel seen and understood.
- 2 **Interactive Engagement:** Live sessions, Q&As, and comments foster two-way conversations.
- 3 **Loyalty Programs via Influencers:** Exclusive discounts, giveaways, or rewards for followers.
- 4 **Community & Values Alignment:** Supporting causes Gen Z cares about (e.g., eco-friendly campaigns).
- 5 **Consistent Presence:** Long-term partnerships make the influencer feel like an extension of the brand.

This builds emotional bonds, turning one-time buyers into loyal advocates.

Advantages of Influencer Marketing strategy for Gen Z customers

- **Higher Trust & Authenticity:** Gen Z trusts influencers more than brands, leading to better conversion.
- **Targeted Reach & Engagement:** Niche audiences ensure relevant exposure.
- **Cost-Effective ROI:** Often higher return than traditional ads (brand earns \$5+ for every \$1 spent).
- **Organic Virality:** Content spreads naturally via shares and trends.
- **Brand Loyalty:** Builds long-term relationships through relatable storytelling.

Disadvantages of Influencer Marketing strategy

- **High Risk of Inauthenticity:** Fake promotions or scandals can damage brand perception.
- **Cost Variability:** Mega-influencers are expensive; wrong choice wastes budget.
- **Influencer Fatigue:** Gen Z may ignore overly commercial content.
- **Measurement Challenges:** Hard to track exact sales attribution.
- **Regulatory Issues:** Mandatory disclosures can reduce perceived genuineness.

How Influencer Marketing differentiated itself from traditional marketing in a highly competitive market

Influencer marketing stands apart from traditional marketing (TV, print, billboards) by being:

- 1 **Two-Way vs One-Way:** Interactive comments vs passive viewing.
- 2 **Authentic & Relatable vs Polished:** Peer-like recommendations vs corporate messaging.

- 3 **Targeted&NichevsMassReach:**PreciseGenZsegmentsvsbroadaudiences.
- 4 **HigherTrustforGenZ:**57%ofGenZpreferinfluencerrecs over brand ads.
- 5 **Measurable&Agile:**Real-timeanalyticsandquicktrendadaptationvsslow traditional campaigns.

In a crowded digital market, this differentiation helps brands cut through noise and genuinely connect with Gen Z.

Impact of Influencer Marketing on brands' overall success targeting Gen Z customers

Influencer marketing significantly boosts brands' success by driving awareness, sales, and loyalty among Gen Z. It creates competitive advantage through higher engagement and trust, leading to increased revenue (e.g., many brands see 45%+ sales lifts from campaigns). Strong brand identity emerges as "cool" and relevant, enabling expansion into new products/markets. Overall, it delivers superior ROI, fosters community, and future-proofs brands in a Gen Z-dominated market.

DATA ANALYSIS

Correlation Analysis 1

Statement A: Influencer content is more relatable than traditional celebrity endorsements.

Statement B: You have purchased a product after seeing an influencer's recommendation.

Table Showing Correlation Test

	A	B
A	1	0.642105
B	0.642105	1

R = 0.642105 INFERENCE

From the above table, we observe that the test value of correlation is 0.642105, i.e., there exists a **strong positive correlation** between the statements.

Correlation Analysis 2

Statement A: Influencer authenticity significantly affects your opinion of a brand.

Statement B: Brands promoted by influencers are more trustworthy than those that are not.

Table Showing Correlation Test

	C	D
C	1	0.589234
D	0.589234	1

R = 0.589234 INFERENCE

From the above table, we observe that the test value of correlation is 0.589234, i.e., there exists a **moderate positive correlation** between the statements.

Correlation Analysis 3

Statement A: Influencers' reviews and demonstrations are helpful in reducing your hesitation before buying a product.

Statement B: Influencers carry significant weight in your final decision to buy a product.

Table Showing Correlation Test

	T	S
T	1	0.714382
S	0.714382	1

R = 0.714382 INFERENCE

From the above table, we observe that the test value of correlation is 0.714382, i.e., there exists a **strong positive correlation** between the statements.

Correlation Analysis 4

Statement A: Influencers are more relatable and accessible than traditional celebrities.

Statement B: Your overall perception of a brand improves when it is promoted by an influencer you like.

Table Showing Correlation Test

	G	H
G	1	0.512446
H	0.512446	1

R = 0.512446 INFERENCE

From the above table, we observe that the test value of correlation is 0.512446, i.e., there exists a **moderate positive correlation** between the statements.

FINDINGS

Based on the survey responses and statistical tests, we found the following:

- 1 Demographic Profile:** Most respondents are male (56%) and undergraduate students (71.4%), with ages between 19 and 21. A significant number (63.7%) earn less than ₹10,000 a month.
- 2 Influencer Engagement:** A large majority (87.9%) of Gen Z consumers follow social

media influencers. This shows that influencers are a key source of information and entertainment.

- 3 **Brand Discovery & Perception:** 75.9% of respondents believe that influencers help them find new brands. Additionally, 61.6% think that influencers improve their view of a brand.
- 4 **Impact on Buying Behavior:** 75.8% of respondents have made a purchase based on an influencer's recommendation. Clothing and fashion (58.2%) is the most affected category, followed by beauty products (41.8%).
- 5 **Authenticity & Trust:** There is a strong relationship ($R = 0.64$) between influencer authenticity and brand opinion. 62.7% of Gen Z consumers said that an influencer's authenticity greatly influences their opinion of a brand.
- 6 **Traditional vs. Influencer Marketing:** Influencer marketing is seen as more engaging than traditional ads by 67.1% of respondents. Furthermore, 63.8% feel that influencer marketing makes brands seem more personal and interactive.
- 7 **Hesitation Reduction:** 52.8% of respondents agree that influencer reviews and demonstrations help lessen their doubts before buying a product.

SUGGESTIONS

Based on the findings, the following suggestions are offered to brands and marketers:

Prioritize Micro-Influencers: Since authenticity is more important than mere popularity, brands should collaborate with influencers who have high engagement and niche credibility rather than just high follower counts.

- 1 **Focus on Visual Storytelling:** Marketers should encourage influencers to use reviews, demonstrations, and personal narratives to reduce buyer hesitation, especially in the fashion and beauty sectors.
- 2 **Maintain Transparency:** To sustain trust, influencers must be transparent about sponsorships, as Gen Z values honesty and can easily identify "hidden" advertisements.
- 3 **Personalization and Interaction:** Brands should leverage the interactive nature of social media (polls, Q&As, and live sessions) to make the brand feel more personal and less corporate.
- 4 **Cross-Platform Consistency:** Brands should ensure that their influencer collaborations are consistent across different platforms while tailoring the content style to suit each medium (e.g., aesthetic for Instagram, educational for YouTube).

CONCLSION

Influencer marketing has really changed the way brands talk to and interact with Generation Z consumers. This is different from advertising, which people often see as annoying and not very believable. Influencer marketing is more real and people can relate to it it also tells a story. Generation Z is very active on media and they like content that is genuine and fits with their own interests and lifestyle. So influencers help bridge the gap between brands and consumers in a natural way.

The research also shows that trust is the important thing when it comes to Generation Zs buying decisions. This trust is built when influencers are transparent, honest and make content that people can connect with on a level. People are more likely to listen to recommendations that seem real than just trying to sell something. Also the social media platform that influencers use is very important for the success of influencer marketing. Popular platforms like Instagram, Facebook and Snapchat are great for storytelling, which helps brands connect with people on an emotional level and makes them more likely to buy something.

It is also important to note that actually talking to people is more important than having a lot of followers. While having a lot of followers can help a brand be seen it is the quality of the interaction between influencers and their audience that really matters. When people like, comment, share and talk to influencers it creates a sense of community. Makes the relationship between the influencer and their followers stronger. This makes the influencer more believable. Helps the brands marketing efforts.

In the end for brands to really connect with Generation Z they need to stop talking at people and start having a two-way conversation. By being real encouraging people to interact and using influencers on platforms brands can build stronger relationships gain people trust and be successful in the long run, in a market that is always changing and very competitive. Influencer marketing is a part of this and brands should use it to their advantage. Generation Z consumers are smart. They know what they want so brands need to be smart too and use influencer marketing in a way that really works.