

The Effect of Influencer Marketing on Purchase Intentions Across Different Generational Groups

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ABSTRACT

INTRODUCTION

OBJECTIVES

- To examine the impact and determine the key factors influencing purchase intentions across different generations.
- To evaluate the effectiveness of influencer marketing across various generational groups.
- To investigate the influence of trust in influencers on purchase decisions across generations.

- To explore the role of social media platforms in shaping purchase intent among different age groups.

RESEARCH METHODOLOGY

- **Sample Size:** 200 respondents
- **Data Collection Method:** Primary data through a structured questionnaire
- **Study Type:** Exploratory research
- **Sampling Technique:** Simple random sampling
- **Geographical Scope:** Chennai

REVIEW OF LITERATURE

The study by **Wu, Yang, and Liu (2023)** provides a compelling analysis of the influence of social media marketing on sustainable food purchasing behavior, leveraging Structural Equation Modeling (SEM) and Artificial Neural Networks (ANN) for a novel methodological approach. Based on data collected from 628 respondents, the research underscores the critical role of influencer credibility and its interplay with consumer attitudes and intentions in driving sustainable consumption. A notable strength of the study is Its multi-group SEM analysis, which uncovers demographic variations, offering valuable insights for marketers to tailor their strategies. While the integration of SEM and ANN enhances the study's predictive accuracy, it may present interpretability challenges for readers less familiar with advanced statistical techniques. Overall, the research makes a significant contribution to understanding sustainable consumption, consumer behavior, and the effectiveness of digital marketing strategies.

E.S. Aytuna's 2019 master's thesis, *Marketing Through Instagram Influencers: The Effect of Source Credibility on Millennials' Purchase Intention*, investigates how influencers' credibility affects millennials' purchasing decisions. Using a sample of 690 respondents, the study focuses on key elements of source credibility, including expertise, trustworthiness, and attractiveness, and their influence on consumer behavior in Instagram marketing. The findings emphasize the significant role of social media influencers in shaping purchasing intentions, particularly among millennials, who value authenticity and relatability. The research provides actionable insights for businesses aiming to enhance their influencer marketing strategies.

Manzoor, Farooq, Hakim, and Bhat's (2023) study, *Impact of Influencer Marketing Attributes on Purchase Intention among Gen Y and Gen Z: Evidence from India*, examines how influencer attributes like authenticity, expertise, and relatability affect the purchase intentions of Gen Y and Gen Z consumers. The research, based on 203 respondents, uses a quota sampling methodology to ensure diverse representation across these generational groups. The findings highlight generational differences in the effectiveness of influencer marketing and provide valuable insights for marketers targeting these digital-native demographics in India.

Apasrawirote and Yawised (2022) examine factors influencing behavioral and purchase intentions in live-streaming shopping, using purposive sampling to survey 198 participants. Published in the **Asian Journal of Business Research**, the study finds that trust in the platform, perceived enjoyment, social influence, and product quality are key drivers of consumer behavior during live-streamed shopping events. The research underscores the growing popularity of live-streaming as a shopping method and highlights the importance of creating engaging, trustworthy experiences to enhance purchase intentions. However, the use of purposive sampling may limit the generalizability of the findings.

Khan, Ahmed, and Rashid (2021) examine the impact of social media on purchase intention and customer loyalty among Generation Y in Pakistan, with conviction acting as a mediator. The study, based on data from 389 respondents, finds that social media engagement positively affects both purchase intention and loyalty, with conviction enhancing this effect. The research highlights the importance of social media in shaping consumer behavior and building long-term loyalty. However, the focus on Generation Y in Pakistan may limit the generalizability of the findings to other demographics or regions.

Farivar, Wang, and Yuan (2021) investigate the influence of opinion leadership and para-social relationships on influencer marketing, using an online survey method with 409 respondents. Published in the **Journal of Retailing and Consumer Services**, the study finds that both the influencer's expertise and the emotional connection they foster with followers are critical in shaping consumer trust and purchase intentions. The research emphasizes that influencers who successfully build para-social relationships, in addition to demonstrating credibility, can significantly affect consumer behavior. The use of a large sample enhances the reliability of the findings, although the study's focus on a single survey method may limit its depth.

DATA ANALYSIS AND INTERPRETATION

CORRELATION ANALYSIS

Null Hypothesis (H₀): There is no significant correlation between trust in influencers and purchase intent.

Alternative Hypothesis (H₁): There is a significant positive correlation between trust in influencers and purchase intent, meaning that higher trust in influencers leads to a higher likelihood of purchasing products they endorse.

		How important is the trustworthiness of an influencer when considering purchasing a product they promote?	I trust an influencer's recommendation if I believe they genuinely use the product.
How important is the trustworthiness of an influencer when considering purchasing a product they promote?	Pearson Correlation	1	0.63**
	Sig. (2-tailed)		.005
	N	200	200
I trust an influencer's recommendation if I believe they genuinely use the product.	Pearson Correlation	0.63	1
	Sig. (2-tailed)	.005	
	N	200	200

INTERPRETATION

The Pearson correlation coefficient ($r = 0.63$) indicates a **moderate to strong positive correlation** between the importance of an influencer's trustworthiness and the belief that an influencer genuinely uses the product. The **p-value (0.005)** is **statistically significant** ($p < 0.05$), confirming that the relationship between these two variables is not due to chance. This suggests that consumers who consider influencer trustworthiness as an important factor are also more likely to trust their recommendations if they believe the influencer genuinely uses the product. The findings reinforce the idea that **authenticity and transparency play a crucial role in shaping consumer trust and purchase intent**.

Factor analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.849
Bartlett's Test of Sphericity	Approx. Chi-Square	666.773
	df	45
	Sig.	.000

INTERPRETATION

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.849, indicating a strong degree of common variance among the variables, making the dataset highly suitable for factor

analysis. A KMO value above 0.8 suggests that the selected variables have significant correlations and that factor extraction will yield reliable results.

	Component		
	1	2	3
I feel that influencer marketing is more effective among younger generations than older generations	0.77	-	-
I feel that influencer marketing is more effective than traditional ads like TV or print ads	0.67	-	-
How effective do you think influencer marketing is in encouraging purchase intent among your generation?	0.64	-	-
I refer to influencer posts on Instagram or YouTube over Facebook or Twitter for buying	0.67	-	-
I am more likely to trust an influencer who shares their personal experiences with a product rather than just promotional content	-	0.7	-
The more transparent an influencer is about their paid promotion, the more likely I am to trust their recommendation	-	0.58	-
The demographic & lifestyle of the influencer affects my purchasing decision	-	0.75	-
I am more likely to purchase a product if an influencer promotes it	-	-	0.89
I often make purchase decisions after seeing an influencer's post about the product	-	-	0.59
Visual content on social media influences my buying desire rather than written content	-	-	0.68

Factor 1: Perceived Effectiveness of Influencer Marketing

The first factor represents perceptions regarding the overall effectiveness of influencer marketing. Statements such as “I feel that influencer marketing is more effective among younger generations than older generations” (0.77) and “I feel that influencer marketing is more effective than traditional ads like TV or print ads” (0.67) indicate that respondents believe influencer marketing plays a stronger role compared to traditional advertisements. The factor also includes preferences for social media platforms, as seen in “I refer to influencer posts on

Instagram or YouTube over Facebook or Twitter for buying” (0.67), suggesting that visual-driven platforms are preferred for influencer-based product recommendations.

Factor 2: Trust and Transparency in Influencer Marketing

The second factor is centered on the trustworthiness and authenticity of influencers. Statements such as “I am more likely to trust an influencer who shares their personal experiences with a product rather than just promotional content” (0.70) and “The more transparent an influencer is about their paid promotion, the more likely I am to trust their recommendation” (0.58) highlight the importance of transparency in influencer endorsements. Additionally, “The demographic & lifestyle of the influencer affects my purchasing decision” (0.75) suggests that relatability and authenticity significantly impact consumer trust in influencer recommendations.

Factor 3: Influence on Purchase Decisions

The third factor captures how influencer marketing directly affects consumer purchasing behavior. Statements such as “I am more likely to purchase a product if an influencer promotes it” (0.89) and “I often make purchase decisions after seeing an influencer’s post about the product” (0.59) indicate that influencer endorsements have a tangible impact on purchase intent. Furthermore, “Visual content on social media influences my buying desire rather than written content” (0.68) suggests that the format of influencer content, particularly visual-based promotions, plays a critical role in shaping consumer preferences.

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