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The Impact of Digital Marketing on Social Media Influencers' Purchasing Intentions among Adults and GenZ.

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ABSTRACT: This study seeks to explore the effect of digital marketing specifically by social media influencers on consumer behaviour of adults and Generation Z (Gen Z). It was found that Instagram is the most popular platform for influencer engagement with a 79% usage rate in both groups. Additionally, 84% of respondents who are from the adult population as well as those belonging to Gen Z have come across promotional content done by influencers. Similarly, 61% among grownups while 64% within this age bracket sometimes buy products after they have been recommended by these individuals. The research highlights importance authenticity and relatability play in establishing trust as well as calls for companies to adjust their marketing approaches considering current tight competition within digital space.

KEYWORDS: Digital marketing, Generation Z, Influencers, Authenticity, Relatability

I. INTRODUCTION

In the present day, social media platforms are the forerunners in the digital world so much so that using social media influencers together with digital marketing can greatly affect the decisions made by consumers. This study examines how digital marketing approaches connect with consumer behavior trends of two important groups of people – adults and Generation Z (Gen Z). To thrive in this era of internet marketing, enterprises need to know the strategies through which Gen Z, a tribe that lives online, uses social media influencers to decide what to buy amidst ever changing digital terrains. The marketing field has changed drastically ever since digital platforms came into being; additionally, it has grown even more with introduction various platforms as well emergence different social media influencers. Digital marketing is established on the idea of using channels available online such as social media. The Emergence of social media influencers – people with extensive knowledge who are able to affect the purchase choices of their followers – has transformed how brands advertise and engage customers. Key demographics that this essay will focus on are the Gen Z (Generation Z) and adults who have both been raised in the age of internet and hence marked by high levels of digital immersion thus making them ideal targets for any online marketing campaign. It is important for marketers to know the effect of digital marketing strategies Social media influencers relationship with adult and Gen Z purchase intentions towards digital marketing.

Several researches shows perspectives have been used to guide how social media personalities' purchasing intentions are affected by digital marketing. According to the theory of planned behavior (TPB), individual attitudes, subjective norms, and perceived behavioral control shape a person's intention to behave in a certain way. In the field of electronic commerce, consumers' inclination towards buying products advertised by influencers on various platforms can be explained through their attitude towards such influencers; what they take as normal within their online communities and how much say they feel they have over this decision. Also, social identity theory (SIT) provides an insight into identity formation among individuals within groups and its consequent effect on their conduct. In relation to social networks, buyers might identify themselves with particular online personalities or communities.

Therefore, the Elaboration Likelihood Model (ELM) offers an explanatory framework to understand how people interact with persuasive messages. The ELM suggests that digital marketing content shared by social media influencers, consumers can do so centrally or peripherally (i.e., relying on cues such as the popularity or attractiveness of the influencer). By investigating the cognitive processes through which individuals engage with influencer marketing materials. This research also extends previous studies on digital marketing in relation to social media influencers'

purchase intentions by famous scholars who have studied consumer behavior and electronic commerce. The authors have conducted extensive research and writing on marketing and changes in the digital era. Examples are Philip Kotler, Gary Armstrong, and Kotler & Keller, and they have given some ideas on how brands can attract customers online. Moreover, influencers such as Gary Vaynerchuk, Neil Patel, and Huda Kattan have also talked so much about influencer marketing which entails using social media to create awareness among the people through consumer engagements basing on their different background stories.

Through integration of generic models and reference to experts in the field, the research seeks to establish the impact that online advertising has on the shopping behaviors with regards to social media influencers among grown-ups and generation Z. It will also be based on empiricism that this particular work will give suggestions which can help in designing such methods so that they are more efficient when used for this category in digital marketing. Moreover, it is intended to show what drives Gen Z's purchasing power through their preferences. This study is aimed at businesses and organizations that are trying to accompany the wishes of this important demographic group. The preferences of Generation Z are well understood considering that they were born into the digital age. In order to do that, they need to have a good understanding of consumer behaviour influenced by their comfort with technology and reliance on digital sources for information. This study will explore how exposure to large amounts of product information, which is mostly available online affects the buying decisions made by this generation. "Fear of missing out" and "too many options" (FOMO) are some factors that may be considered about purchase decisions.

Numerous firms have been investigating virtual influencer (VI) endorsement marketing according to recent trends. Many firms use virtual influencers to promote their products and draw customers because young consumers have a strong interest in anime, comics, and gaming material (Nan, 2021). To enhance our scholarly understanding of social media endorsers, we investigate the emerging phenomenon of virtual influencer endorsements and their impact on the behavioral intentions of Generation Z. In addition, we contrast the traits of a virtual influencer with those of celebrity and micro-celebrity endorsers to help firms avoid the controversy and unpredictability of actual influencers.

Authenticity and transparency are gaining ground in influencer marketing. Influencers need to be genuine because their followers are becoming increasingly critical and untrusting of sponsored posts. There is also a need for them to show that they only talk about products or services they have used. Most successful influencers have these qualities. Moreover new digital platforms have been created which has widened the reach and also the engagement levels between different influencers and their followers. For example short videos on TikTok and Instagram Reels are becoming very popular among many people including social media personalities who can use them as a way of reaching out to their audience in an easier manner.

By data to see what people like, marketers can work with influencers. Together, they can make content and offers that people will like. This helps sales. How digital marketing impacts what adults and young people want to buy on social media keeps changing. This is due to how people act, new tech, and new trends. By being real, using new platforms and types of content, and using data, marketers and influencers can better get people to buy things online.

II. METHDOLOGY

SAMPLE:
The study includes 100 participants, divided equally between adults and Generation Z from Jaipur. This demographic balance allows for comprehensive analysis of social media influencer impact on consumer behavior across different age groups.

DATA ANALYSIS:
This study employs both quantitative and qualitative methods to investigate the impact of digital marketing on social media influencers' purchasing intentions among adults and Generation Z (Gen Z). Sources of Data is Primary data are gathered through online surveys conducted via Google Forms, focusing on participants' demographics, social media usage patterns, attitudes toward influencers, and purchasing intentions. Carefully designed questionnaires ensure clarity, relevance, and reliability of responses, with measures taken to ensure confidentiality and anonymity. Secondary data from relevant books, journals, and research works sourced from academic databases supplement the study, offering insights into theoretical frameworks and empirical studies on digital marketing and social media influencers' impact on consumer behavior.

SCORING:

Quantitative Analysis: Statistical methods, including descriptive statistics like mean and standard deviation, are applied to survey data collected from the target audience. The data, measured using Microsoft Excel, helps quantify the percentage of influence of digital marketing on purchasing intentions. Inferential statistics are used to identify correlations between variables, thereby enhancing the understanding of the relationship between digital marketing and purchasing behavior. Qualitative data, predominantly from interviews, are subject to thematic or content analysis. Transcriptions of interviews reveal key themes and patterns regarding implementation challenges, adjustments, and strategies. This study involves scoring in the form of percentages because it shows the results in a simple and understandable way.

III. RESULTS AND INTERPRETATION

Adults exhibit a slightly more balanced gender distribution, with 47% males and 56% females, while Gen Z leans slightly towards males, comprising 53%. Post-graduation is predominant in both groups, with 68% of adults and 81% of Gen Z. Employment rates are higher among adults (80%) compared to Gen Z (73%).

| Socio-Demographic		Adults (%)	GenZ (%)
Gender			
	Total Male	47%	53%
	Total Female	56%	44%
Education Level			
	Post graduation	68%	81%
	Graduation	32%	19%
	Higher studies	6%	0%
	12th class	0%	0%
Income			
	Employment	80%	73%
	Unemployment	20%	27%

(Table-1, Socio-Demographic Data)

The impact of social media between adults and GenZ in terms of digital marketing on social media influencers shows that most individuals, constituting 78% of the overall sample and 72% among GenZ, spend approximately three hours daily on social media platforms. Approximately 14% of both groups spend one hour, while 8% of the total sample and 14% of Gen Z devote seven hours to social media engagement each day. The vast majority, comprising 84% of respondents overall and among Gen Z, have encountered digital marketing content through influencers, while 16% have not. Instagram is the primary platform for engaging with influencers, with 79% usage across both groups. Similarly, 83% frequently come across digital marketing content on Instagram, compared with 9% on YouTube and 4% on Facebook.

It shows that most respondents are females who are post-graduates and employed, spending around three hours daily on social media platforms. Most respondents have encountered digital marketing content through social media influencers. Percentage representation shows a clearer image of the data and is easy to understand. Both Adults and GenZ are using Instagram more, and people find more social media influencers on that platforms.

(Table -2, Social Media Platforms Used to Engage with Influencers in Adults and GenZ.)

| Social Media Platforms Used to Engage with Influencers in Adults and GenZ		
Social Media Platforms Primarily Used to Engage with Influencers	Adults(%)	GenZ(%)
Instagram	79%	79%
You Tube	9%	9%
Facebook	5%	5%
Twitter	2%	2%
Snapchat	1%	1%
Total (n)	100%	100%
Platform Frequently Encountered Digital Marketing Content through Influencers	Adults(%)	GenZ(%)
Instagram	83%	83%
You Tube	9%	9%
Facebook	4%	4%
Factors Making Users Trust a Social Media Influencer	Adults(%)	GenZ(%)
Relatability	29%	26%
Expertise	21%	24%
Transparency	16%	21%
Authenticity	34%	29%
Likelihood of Purchasing a Product or Service After Seeing it Promoted by an Influencer	Adults(%)	GenZ(%)
Strongly Disagree/Disagree	5%	5%
Sometimes	44%	44%
Agree/Strongly Agree	51%	51%
Belief in the Influence of Digital Marketing Strategies on Purchasing Intentions	Adults(%)	GenZ(%)
Agree	100%	97%
Disagree	0%	3%
Belief in the Influence of Digital Marketing Strategies on Purchasing Intentions	Adults(%)	GenZ(%)
Agree	79%	76%
Disagree	21%	24%
Importance of Product Reviews, Ratings, and Testimonials in Decision-making	Adults(%)	GenZ(%)
Agree/Strongly Agree	91%	89%
Strongly Disagree/Disagree	9%	11%
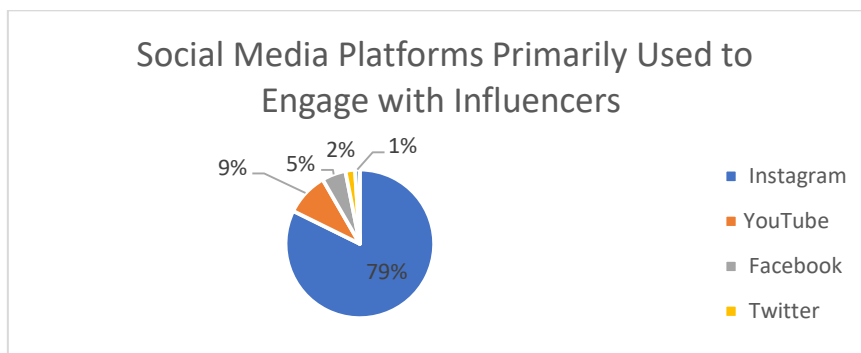
(Figure 1, Social Media Platform used to engage with influencers.)

In terms of 83% of interactions, Instagram is by far the most popular channel for finding influencer-generated digital marketing material.

Facebook trails even farther behind at 4%, while YouTube comes in a distant second at 9%, with its visually focused layout being especially useful for influencer-driven campaigns.

Belief in the Impact of Social Media Influencers on Purchasing Decisions in GenZ: Seventy-five percent of the population covers GenZ and 25% are Adults.
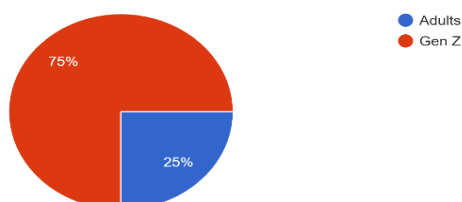
(Figure-2, The Impact of Social Media Influencers on Purchasing Decisions)

Here, we see a clear difference between Adult and GenZ in Terms of Digital marketing on Social Media influencers is on the Generation Z.

Impact of social media influencer recommendations on influencers' purchasing behavior.
Many significant factors impact users' faith in social media influencers. Transparency, knowledge, relatability, and authenticity are crucial. Most respondents appreciated authenticity, which emphasizes the importance of real connections. At 29%, relatability indicates that people are drawn to influencers to whom they can relate. In addition, 21% of respondents cited expertise, indicating the importance of influencers' knowledge. Honesty in partnerships is crucial, as highlighted by 16% of respondents who mentioned transparency. These elements work together to bring out the complex dynamics of influencer-follower interactions and to form the confidence people have in influencers.
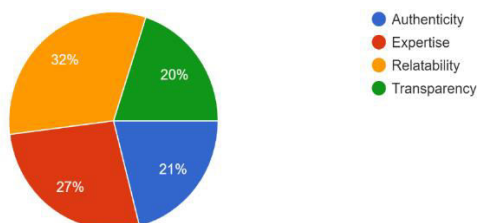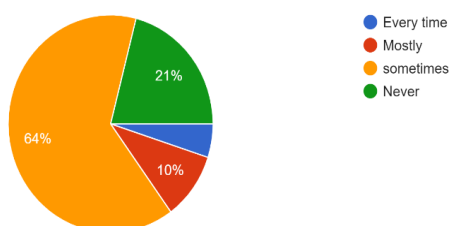
(Figure-3, Factors make you faith on social media influencers.)

The impact of influencer recommendations on purchasing behavior varies between adults and Gen Z, as revealed by the data. Among adults, 61% sometimes reported making purchases because of influencer recommendations, with 37% doing so every time and only 2% never doing so. For Gen Z, the trend is slightly higher, with 64% sometimes making purchases based on influencer recommendations, 31% doing so every time, and 5% never doing so. Regarding the likelihood of purchasing a product or service after seeing it promoted by an influencer, adults and Gen Z show similar patterns.

Approximately 51% of both groups agreed or strongly agreed that they would consider purchasing, while 44% of both groups stated that they sometimes would. Only a small portion (5% in each group) expressed disagreement with this notion. This suggests that while the frequency of purchases influenced by influencers may differ slightly between adults and Gen Z, their receptiveness to influencer-promoted products remains consistent.

(Figure-4, Social media influencer's recommendation.)
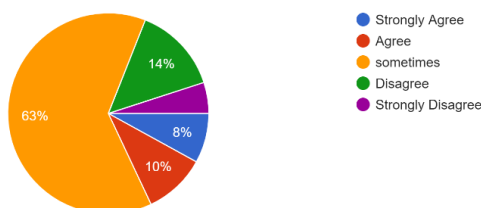
(Figure-5, Service after seeing it promoted by social media influencers.)

(Figure-6, purchasing behavior due to digital marketing.)

The impact on purchasing intention among adults and GenZ in Social Media platform, the social media platforms used in this study are Instagram, YouTube, Twitter, Snapchat, and Facebook. In both Adults and GenZ, Instagram shows more users. Digital marketing strategies like discounts, giveaways, and exclusive offers can definitely influence purchasing intentions. These tactics tap into psychological principles like scarcity, reciprocity, and the allure of a good deal. Discounts make products seem more affordable, while giveaways create a sense of excitement and the potential to win something for free. Exclusive offers can make consumers feel special and valued, encouraging them to take advantage of the opportunity before it's gone. Furthermore, such strategies frequently instill a feeling of urgency in customers, encouraging them to act quickly to seal the purchase without fear of losing out.
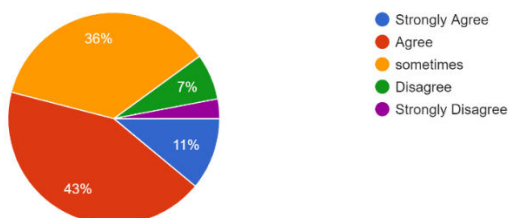
(Figure-7, Digital marketing Strategies that influence the users to purchase.)
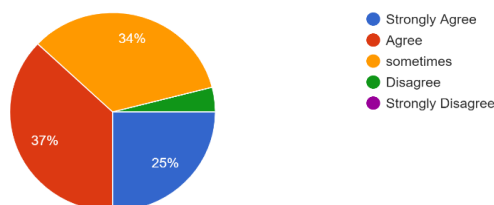
These strategies are frequently employed since they have been shown to be successful in grabbing customers' attention and inspiring them to make purchases. After Rating product reviews, ratings, and testimonials from other users in your decision-making process when considering a purchase will Product it will provide valuable insights into the quality, performance, and reliability of a product or service from the perspective of those who have already used it.

Firstly, I rely on product reviews to gauge the overall sentiment and satisfaction levels of previous buyers. Positive reviews and high ratings can instill confidence in the product's ability to meet my expectations and perform as advertised.

Secondly, I pay close attention to the specific experiences shared in reviews, looking for information on durability, functionality, ease of use, and any potential issues or drawbacks. This helps me assess whether the product aligns with my needs and preferences. Overall, product reviews, ratings, and testimonials serve as invaluable sources of information and social proof, guiding my purchasing decisions and helping me make informed choices about the products or services I invest in.

(Figure-8, Importance of product review.)

Adults exhibit a more balanced gender distribution, with 47% males and 56% females, whereas Gen Z leans slightly toward males, comprising 53%. Instagram is the primary platform for engaging with influencers, with 79% usage across both groups. Adults and Gen Z show receptiveness to influencer-promoted products, with similar patterns of purchasing behavior Transparency, relatability, expertise, and authenticity are crucial factors that influence users' trust in social media influencers. Discounts, giveaways, and exclusive offers are effective in influencing purchasing intentions, tapping into psychological principles like scarcity and reciprocity. Product reviews are essential for decision-making, offering information on how good or bad a product is and if it can be trusted. Positive feedback builds trust amongst prospective buyers whereas individual encounters shared through reviews, while specific experiences shared in reviews help assess product suitability.

IV. CONCLUSION

In conclusion, the data stress on influential nature of digital marketing on adult and Gen Z consumer behaviors. Influencer marketing on Instagram appears to be most popular with people using it frequently and coming across various forms of digital marketing. Authenticity, relatability and transparency are some of the factors that play a huge part in creating trust between influencers and their audience thus affecting significantly purchase decisions. Additionally, this research sheds light on how effective such things as discounts, giveaways or exclusive offers can be at stimulating buying intentions through digital platforms. It also shows that businesses need to concentrate more where there is high activity among the people they are targeting but at the same time have different channels so as to increase their coverage.

Overall, one must understand the preferences and behaviors of different demographic groups and continuously adapt strategies to meet their evolving needs. Businesses are able to refine their marketing strategies, strengthen their brand presence and ultimately drive engagement and sales in today's competitive marketplace by using the insights provided by this data. The multitude of opinions given shows how diverse the impact of digital marketing on purchase intentions is especially through social media influencers. While some respondents admitted that they had been influenced by recommendations from influencers, others were doubtful and called for endorsements to be critically assessed before acting upon them. This clearly indicates that consumer behaviour can be significantly shaped by influencers who have to be authentic and credible enough if they want people make purchases based on their recommendations.

However, the data indicate that consumers' ability to make distinctions, honesty and trust in product assessments not based on influencer recommendations. In the end, even though people's way of buying things has been greatly changed by online salespersons, they have to tread carefully within this realm so that what they buy meets their requirements and principles.

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