

SOCIAL INFLUENCER EFFECTS ON GENERATION Z'S PURCHASING PATTERNS

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ABSTRACT

An increasing number of start-ups and employment promotes influencers and YouTubers in Generation Z. As it can assist start-ups to build and maintain a strong online presence which is a requirement for any business looking to succeed in the modern world. Some top companies are the best examples of social media marketing- Nike, Coca-Cola, Wendy's, Airbnb, GoPro, Starbucks, etc. These businesses are regarded as the best examples of social media marketing because of their capacity for engaging their audiences successfully, producing captivating material, and utilising user-generated content to foster community and brand loyalty. What works for one business may not necessarily work for another, so it's vital to keep in mind that social media marketing methods might differ based on the sector, target market, and brand objectives. Create a social media plan that is in line with the distinctive identity, objectives, and target market of your brand.

Keywords

Influencer, marketing, generation Z, start-ups, online platform.

INTRODUCTION

Social media is a boon to a start-up

Social media can help a start-up expand by giving it a cheap means to connect with a wide audience. Startups can make and post content on social media to showcase their product or service to a large audience. Social media can support a start-up's growth in a number of different ways. Social media can be used to spread word about a start-up, spark interest in its goods or services, and foster a sense of community. Social media may be used to forge partnerships and relationships with potential clients, which can result in leads and sales¹. Social media can also be used to advertise sales and increase visitors to a startup's website. Just like Twitter is a great example of a social media platform that uses marketing strategies to reach its audience. Through hashtags, Twitter allows users to search for specific topics and see what others are saying about them. This helps businesses to see what people are talking about and how they can connect with them. Twitter also offers promoted tweets, which allow businesses to pay to have their tweets seen by more people. Promoted tweets are a great way to reach a larger audience and get people talking about your product or service.

Practical facts about social media marketing strategies:

1. Craft a Compelling Story

Your social media start-up needs a compelling story if you want to stand out from the crowd. This story should be reflected in everything from your branding to your content strategy.

2. Invest in Influencer Marketing

Influencer marketing can be an extremely effective way to reach your target audience on social media. Find influencers who align with your brand and who have a large following in your target demographic.

3. Create Compelling Content

If you want people to engage with your social media start-up, you need to create compelling content. This content should be informative, entertaining, and visually appealing

4. Use Paid Advertising

Paid advertising on social media platforms can be an effective way to reach your target audience². When done correctly, paid ads can help you to generate leads and boost sales.

5. Engage with Your Audience

Engagement is key on social media. Make sure to respond to comments and questions from your audience. This will help to build relationships and create a sense of community around your brand.

6. Creating a Strong Social Media Presence

Make sure your start-up has a strong social media presence across all the major platforms (Facebook, Twitter, Instagram, etc.). This will help you build brand awareness and reach a wider audience.

8. Leveraging influencers

Influencers can be a great way to reach a larger audience and generate buzz for your start-up. Find influencers who are relevant to your industry and who have a large following.

9. Running ads

Social media platforms offer a great way to reach a targeted audience with your ads. Facebook, for example, allows you to target people based on interests, demographics, and even behaviours.

INITIATION OF START-UPS IN THE FIELD OF SOCIAL MEDIA

The landscape for social media startups has changed dramatically since the advent of the internet³. In the 1990s, startups focused on creating new ways to connect people online. This led to the

development of social networking sites like Friendster and Myspace. In the 2000s, startups focused on creating new ways to share information and content.

This has led to the development of social media platforms such as Facebook and Twitter. Today, startups are focused on creating new ways to use social media to improve the lives of people around the world. Social media marketing is the strategic use of online social networks to promote a product or service⁴. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is growing in popularity among practitioners and researchers. Most social media platforms have built-in data analytics tools that allow businesses to track ad campaign progress, success, and engagement. At a strategic level, social media marketing involves managing a marketing campaign, governing it, determining reach (e.g. more active or passive use), and establishing the "culture" and a company's desired social media "tone". There are several ways brands can use digital marketing to improve their marketing efforts. The use of digital marketing in the digital age not only allows brands to market their products and services, but also enables online customer support through 24/7 services to make customers feel supported and valued.

THE LIFESTYLE OF CONTRASTING INFLUENCERS

An influencer is someone who, because of their authority, knowledge, position or relationship with the consumer, has the power to influence the buying decisions of others. The lifestyle of influencers is often enviable. They often have access to the best of everything and can live a life of luxury. This can be very appealing to people looking to improve their lifestyle. Influencers are people who have a large following on social media and are considered experts in their field. They often post about their lifestyle and share tips and advice with their followers. Many influencers live a luxurious lifestyle and often travel to exotic locations.

There is no single answer to this question, as different influencers have different lifestyles. In general, however, influencers tend to lead very active lifestyles with lots of travel and socialising. They are often seen as trendsetters and are often very trendy. The lifestyle of an influencer is one that is often envied by others. They often have access to the best of everything and are able to live a life of luxury. Many people aspire to be like influencers, but the reality is that very few people have the ability to truly influence others.

Influencers have a lifestyle that is the envy of many people. They often have access to the best of everything and live a life of luxury. Many people follow their every move and aspire to be like them. An influencer is a person who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, and relationship with the consumer⁵. Influencers may be everyday consumers, celebrities, or experts on a particular topic. The lifestyle of an influencer is generally one that is enviable to others. They often have access to exclusive experiences and products, and they are able to share these with their followers. Influencers typically maintain a high level of engagement with their audience, and they are always looking for new ways to connect with them.

CLASSES/DIVISION OF INFLUENCERS ON SOCIAL MEDIA

There are many different types of influencers on social media, each with their own strengths and weaknesses. The most popular types consists of:

1. Celebrity influencers –

Celebrity influencers are some of the most popular and effective influencers. They have a large following and their endorsement can help to increase brand awareness and sales. However, celebrity influencers can be expensive to work with and their schedules can be difficult to work around.

2. Macro influencers –

Social media users with a large number of followers who have the ability to reach a wide audience.

3. Micro influencers

Social media users with a smaller number of followers who have niche influence within a particular industry or community.

4. Nano influencers

Social media users with an even smaller number of followers who have influencer within a very specific niche.

Superiority of working on social media

1. Social media is a great way to connect with people from all over the world. It allows you to share your thoughts and ideas with others, and to learn from others as well.
2. Social media is a great way to promote your business or product. By creating a strong social media presence, you can reach a large number of potential customers or clients.
3. Finally, social media is a great way to stay up-to-date on current events, trends, and news. By following news sources and influencers on social media, you can stay up-to-date on the latest information and developments in your industry.

In addition, social media can be used to build brand awareness and create an audience for your business. It also used to drive traffic to your website or blog, and to generate leads and sales.

OPPORTUNITIES AND OBSTACLES OF USING SOCIAL MEDIA AS AN INFLUENCER

Opportunities

1. Can use social media to connect with a larger audience
2. Can use social media to share your story and build a personal brand

3. Can use social media to drive traffic to your website or blog
4. Can share your message with a wider audience
5. Can connect with other influencers
6. Can share information and experiences with other people with the same interests or taste
7. Can generate income through sponsorships, partnerships, and advertisements
8. Can reach people all over the world
9. Can make a significant impact on people's lives
10. You have a platform to share your ideas and thoughts

Obstacles

1. It can be time-consuming to produce high-quality content
2. It can be difficult to stand out from the noise
3. You may need to invest in paid advertising to reach your target audience
4. You can be bombarded with messages and notifications
5. You can be influenced by negative comments
6. You can be judged by your followers
7. You can be compared to other influencers
8. May require a lot of time and effort to build up a following audience
9. There is no guarantee of success
10. You are at risk of cyber-bullying and online harassment

There are also some challenges associated with being an influencer on social media, such as the potential for negative customer reviews and the need to constantly create new content. For example, it can be difficult to stand out in a sea of voices, and you may not always have control over the way your message is received or interpreted. It's important to be aware of the potential for negative feedback or trolls when using social media as an influencer⁷. One advantage of using social media as an influencer is that it can help you connect with a larger audience and potentially have a bigger impact. There are many opportunities for using social media in marketing, including building relationships with consumers, developing a brand, and creating content. Additionally, social media provides a platform for you to share your message and connect with others who care about the same issues.

Still there are also some challenges associated with being an influencer on social media, such as the potential for negative customer reviews and the need to constantly create new content. It can be difficult to stand out in a sea of voices, and you may not always have control over the way your message is received or interpreted. It's important to be aware of the potential for negative feedback or trolls when using social media as an influence.

ENHANCEMENT RATIO OF INFLUENCERS, YOUTUBERS, AND BLOGGERS IN THE MODERN ERA

It can vary greatly depending on the particular influencer, YouTuber, or blogger in question, as well as the topic or niche they are writing about. In general, it is fair to say that the enhancement ratio of influencers, YouTubers, and bloggers in modern society is significantly higher than it was in the past. This is because social media and the internet have given them a much larger platform to reach out to potential fans and followers, and as such, their influence has grown exponentially.

There are a few reasons for the increasing ratio of influencers

1. Social media platforms have become more accessible and allow for greater reach.
2. People are increasingly looking to social media for recommendations and advice.
3. Influencers are becoming savvier and can offer more value to their followers.
4. Social media platforms have become more accessible and allow more people to share their lives with others.
5. People are increasingly looking to social media for entertainment and news, which means that there is a larger audience for influencers to reach.
6. Influencers can make a lot of money from sponsorships and affiliate marketing, so there is a financial incentive to become one.
7. The rise of social media has made it easier for people to become influencers.
8. More and more brands are realizing the power of influencer marketing, and are therefore willing to pay influencers to promote their products or services.
9. Influencers themselves are becoming savvier about how to monetize their influence. the increasing popularity of influencer marketing has led to more people wanting to become influencers.

One of the main reasons why the ratio of influencers is increasing day by day is because social media platforms have become increasingly popular. In the past, celebrities were limited to those who had access to traditional media channels such as television and newspapers. With the rise of social media, anyone with a large following can be considered an influencer. This has led to a new generation of internet celebrities, who are often more relatable and authentic than traditional celebrities. Another reason why the ratio of influencers is increasing day by day is because brands

are increasingly turning to them to promote their products and services. In the past, brands would primarily use traditional advertising channels to reach consumers. However, with the rise of social media, brands have realized that influencers can be incredibly effective at promoting their products and services. Influencers often have a large and engaged following, which can be incredibly valuable to brands. Finally, influencers are becoming more and more savvy about how to monetize their influence. In the past, many influencers simply gave away their content for free. However, as the influencer industry has grown, influencers have realized that they can make a significant amount of money by monetizing their influence. In the past, celebrities were the only ones with any real influence. But with the rise of social media, anyone can become an influencer. All you need is a large following on one or more social media platforms. And as more and more people join social media platforms, the pool of potential influencers is only getting bigger.

Brands are also increasingly turning to influencers to promote their products and services. This is because influencers have a large and engaged audience that brands can tap into. Influencers also have a lot of influence over their followers. This means that if a brand can get an influencer to promote their product, they are more likely to see a significant return on investment. In the past, many influencers simply gave away their products or services for free in exchange for exposure. But now, influencers are increasingly charging brands for their services. This is because they have realized that they have a valuable commodity that brands are willing to pay for. The combination of these factors has resulted in a dramatic increase in the number of influencers. And as the number of influencers continues to grow, so too will the influence that they have.

ESSENTIALS OF SOCIAL MEDIA MARKETING

Generate an audience persona

Creating an audience persona is an important step in developing an effective marketing strategy. An audience persona is a representation of an ideal customer, taking into consideration demographic, psychographic, and behavioural factors¹⁰. When creating an audience persona, it is important to consider the customer's needs, interests, and goals, as well as how they might interact with your product or service. This will help you create more targeted and effective messages that will resonate with your target audience. Creating an audience persona is a great way to gain insight into your target market. A persona is a fictional character that represents the traits and desires of a specific type of user.

Budgeting

Social media marketing budgets can vary depending on the size and scope of the marketing campaigns. Generally, it is best to start with a relatively small budget and then scale it up as needed. When budgeting for social media marketing, it is important to consider the cost of creating content, as well as the cost of running campaigns. Additionally, businesses should also consider the cost of any tools and services that may be needed to support their campaigns. Finally, it is important to have a plan for monitoring and measuring the success of the campaigns. However, it can be costly and time consuming, so budgeting is essential.

Resourcing/team building

Resourcing and team building are integral parts of any successful organization. It is essential to have the right resources and team in place to ensure the smooth functioning of a business. This involves recruiting the right people with the right skills and experience, as well as providing them with the necessary tools and support to succeed. Additionally, effective team building can help to foster collaboration, trust, and a shared purpose. By creating an environment of mutual respect and understanding, teams can become more productive and efficient. Ultimately, resourcing and team building are essential components of any successful organization. Resourcing is the process of obtaining the necessary resources to achieve an organization's goals.

Investigation

Social media marketing is the process of using various social media platforms to promote products, services, and brands¹¹. Researching and investigating the effectiveness of social media marketing can help businesses to better understand their target audience, create effective campaigns, and optimize their return on investment. Investigations involve collecting data from social media channels, analysing it, and using the results to inform decisions about future strategies. Researching can include conducting surveys, interviews, and focus groups.

Choosing your platforms

When it comes to social media marketing, selecting the right platform is essential. Depending on your target audience and goal, the right platform can make or break your campaign. Some platforms focus more on visuals, while others are geared more towards text. Some platforms may target a younger demographic, while others may target a more mature audience. It's important to research and understand what each platform is best suited for and build a strategy accordingly. Additionally, you should also look at the features each platform offers and how they will help you reach your goals. It's important to monitor the performance of your efforts on each platform and adjust your strategy accordingly.

Tracking analytics

Tracking analytics for social media marketing is the process of gathering data from social media platforms to analyse the performance of your campaigns and make strategic decisions about future marketing efforts.

This involves measuring metrics such as impressions, clicks, likes, comments, shares, and other engagement. It also includes analysing data such as demographics and geographic location to better understand your target audience. This data can be used to refine your social media marketing strategy and optimize your campaigns for the best results. It can help organizations measure their success in terms of engagement, reach, conversions, and more¹². It can also help marketers identify trends in their audience, track the performance of their campaigns, and gain insights into their competitors.

Performance appraisal

Performance appraisal is a process used to measure the performance of an employee based on predetermined criteria. It is an important element of social media marketing as it helps companies identify areas of improvement in their marketing campaigns and helps them to better understand the effectiveness of their social media efforts. Performance appraisal also helps companies to create better strategies for future campaigns and to identify potential areas for improvement. Additionally, performance appraisal can help provide feedback to employees, which can help to increase employee engagement and motivation. It is used to evaluate the effectiveness of a company's social media strategies and tactics. It involves collecting quantitative data such as page views, likes, shares, comments, and followers, and qualitative data such as customer feedback and surveys.

HOW INFLUENCERS AND YOUTUBERS ARE INFLUENCING THE MODERN GENERATION TO BECOME INFLUENCERS?

Influencers and YouTubers have a huge impact on the modern generation's motivation to become influencers. By sharing their success stories and providing valuable tips and tricks, influencers and YouTubers can inspire young people to achieve their dreams of becoming an influencer. Moreover, influencers and YouTubers serve as role models for the modern generation and show them that it is possible to have a career as an influencer. By providing authentic, fun, and educational content, they can show viewers the benefits of being an influencer. Influencers and YouTubers have the power to inspire and motivate the modern generation to become influencers.

By highlighting their creative content and demonstrating the potential benefits of influencer marketing, they can help motivate people to create their own content and become influencers. They also offer resources and advice through their platforms, helping new influencers learn how to effectively grow their channels and build an engaged following. Influencers also provide a sense of community and connect with their followers.

Why?

Yes, influencers and YouTubers have a huge influence on the modern generation to become influencers. Success stories and content from successful influencers can encourage and motivate others to embark on their journey as an influencer. Influencers and YouTubers often give tips and advice to people who want to become influencers, such as which platforms to use, how to create content, and how to build an audience. When people see the success of these influencers, it encourages them to follow in their footsteps¹³. Seeing the success of other influencers gives them the confidence to create their own content and make a name for themselves. They definitely have a huge impact on the modern generation. They popularized the idea of becoming an influencer, showcasing the fruits of success and inspiring people to chase their dreams. Their content educates and motivates the modern generation to go ahead and create their own content, making them more aware of the possibilities of becoming an influencer.

They have had a major influence on the modern generation to become influencers. They have shown that anyone can become successful by creating and sharing content, so many younger people are inspired to create their own content and become influencers themselves. Influencers

and YouTubers have provided a platform for people to showcase their talents, as well as to gain recognition and financial success. They have a huge influence on the modern generation, especially young people. They are seen as role models, and their success stories and experiences can be incredibly inspiring. Seeing someone who has achieved success through their own hard work and creativity can encourage others to take a chance and pursue their own passions. Moreover, influencers and YouTubers often provide tips and advice about how to navigate the digital world, which can be extremely helpful for aspiring influencers.

They certainly have a huge impact on the modern generation.

They have popularized the idea of becoming an influencer, showcasing the rewards of success and inspiring people to pursue their dreams. Their content educates and motivates the modern generation to go on and create their own content, making them more aware of the possibilities of becoming an influence¹⁴.

THE STRATEGY USED TO PROMOTE INFLUENCERS AND YOUTUBERS

1. **Leverage Existing Audiences:** Reach out to influencers and YouTubers who have a large, engaged following and offer to collaborate on content. This could include sponsoring videos, sponsoring an event, or creating a joint promotional campaign.
2. **Develop Compelling Content:** When working with influencers and YouTubers, create content that resonates with their audience. Ensure the content is interesting, informative, and entertaining¹⁵.
3. **Provide Incentives:** Offer incentives to influencers and YouTubers, such as free products, discounts, or exclusive access, to encourage them to promote your brand.
4. **Utilize social media:** Use social media to connect with influencers and YouTubers. Follow them, comment on their posts, and join relevant conversations to build relationships.
5. **Focus on Quality:** Make sure the content you create with influencers and YouTubers is of high quality. This will help ensure your message is conveyed in a positive light and maximize the reach of your campaign.
6. **Track Performance:** Track the performance of your influencer and YouTuber campaigns to identify the most successful ones. Use this data to refine your strategy.
7. **Leverage social media:** Utilize the influencer's social media presence to your advantage. Develop creative social media campaigns that feature their content and encourage followers to engage with it.
8. **Create Cross-Promotional Opportunities:** Encourage influencers to collaborate. This could include featuring each other's content, guest appearances, or partnering on special projects.

9. Offer Incentives: Offer influencers incentives such as discounts, exclusive content, or early access to products or services. This can help increase engagement and encourage followers to take action.
10. Offer Flexible Content Opportunities: Allow influencers to create content in their own style and on their own terms. This will help them develop an authentic connection with their audience, which can lead to more successful campaigns.
11. Utilize Analytics and Measurement Tools: Measure the success of campaigns by utilizing analytics and measurement tools. This will help you identify how to best optimize campaigns for better results.
12. Use Influencer Networks: Utilize influencer networks, such as Tribe, IZEA, or Fame bit, which allow brands to connect with influencers and YouTubers. This is a great way to find and work with the right influencers and YouTubers for your brand.
13. Leverage Cross-Promotion: Leverage cross-promotion opportunities with influencers and YouTubers in your industry. Connect with influencers and YouTubers who have similar audiences and offer to promote each other's content.
14. Create Brand Ambassadors: Create a brand ambassador program to give influencers and YouTubers an incentive to promote your brand. You can provide exclusive discounts, access to new products.
15. Engage with Your Audience: Reach out to your target audience and build relationships with them. This can be done through social media, blogs, email newsletters, or even traditional media such as print and radio.
16. Invite Influencers to Participate in Your Campaigns: Invite influencers to participate in your campaigns. This could involve inviting them to create content around your brand, sponsoring them to create content, or collaborating on joint campaigns.
17. Leverage Content Syndication Platforms: Content syndication platforms such as Outbrain and Taboola allow you to get your content seen by millions of people. These platforms can be used to get your content in front of influencers, as well as reach potential customers.
18. Use Paid Ads: Paid ads are an effective way to promote influencers and reach your target audience. Use platforms such as Facebook Ads, Instagram Ads, and Google Ads to reach potential customers.
19. Leverage Influencer's Existing Audience: Take advantage of influencers existing audience to reach even more potential customers. Encourage influencers to share content about your brand and products, and make sure it's easy for them to do.

SWOT ANALYSIS ON SOCIAL MEDIA PLATFORMS

Strengths:

1. Social media platforms provide a platform for users to connect and communicate with one another.
2. Social media platforms enable businesses to reach larger audiences and engage with customers.
3. Social media platforms are relatively low cost, allowing businesses to market on a budget.
4. Social media platforms allow businesses to target specific audiences, which can increase engagement.
5. Social media platforms are agile, allowing businesses to quickly respond to changing customer needs.

Weaknesses:

1. Social media platforms can be time consuming and require frequent updates.
2. Social media platforms can be difficult to measure the return on investment.
3. Social media platforms are often not regulated, which can lead to spam and other malicious activities.
4. Social media platforms can be subject to security breaches and other privacy concerns.
5. Social media platforms can be difficult to manage, requiring specialized knowledge and resources.

Opportunities:

1. Social media platforms can be used to build relationships with customers and potential customers.
2. Social media platforms can be used to collect data and gain insights into customer behaviour.
3. Social media platforms can be used to increase brand awareness and visibility.
4. Increase brand awareness and loyalty.
5. Ability to reach a larger, more diverse audience.
6. Improve customer service and engagement.

Threats:

1. Increased competition from other companies and platforms.
2. Difficulty in controlling how people use and perceive your brand.
3. Potential for negative customer feedback and criticism.
4. Social media algorithms may limit the reach of your posts.

SWOT ANALYSIS ON INFLUENCER MARKETING

Strengths:

1. Increased brand awareness and loyalty: Influencer marketing provides an opportunity to reach potential customers cost-effectively. It also allows brands to build relationships with customers and increase brand loyalty.

2. Reaches large audience: Influencers are often followed by thousands or even millions of people. This can be a great way for brands to reach a large audience quickly.
3. Increased credibility: People trust influencers more than traditional advertising. This means that influencer marketing can help brands to establish credibility and build trust with their customers.

Weaknesses:

1. Lack of control over content: Brands can't always control what influencers post about their product or brand. This can lead to negative or inaccurate impressions of their product.
2. Low ROI: Influencer marketing can be expensive and the return on investment can be difficult to measure.
3. Not suitable for all brands: Influencer marketing may not be suitable for all brands. It's important to consider the target audience and whether they would be interested in the content that the influencer is likely to produce.

Opportunities:

1. Reach a wider audience: Influencer marketing provides a platform to reach a larger target audience. Influencers have established relationships with their followers, making it easier to connect with them and build trust.
2. Increase brand awareness: Influencer marketing can help to increase brand awareness and create a positive association with your brand.
3. Improved engagement: Influencer marketing provides a unique platform to engage with customers in a more personalized way. Influencers can provide valuable insights into customer behaviour and preferences.
4. Cost-effectiveness: Influencer marketing is an affordable way to reach a wider audience and create a positive image of your brand.

Threats:

1. Reputation risk: Influencer marketing can hurt your brand's reputation if the influencer engages in any unethical activities or has a poor reputation.
2. Lack of control: When working with influencers, you have limited control over the content they produce. This can lead to inconsistencies in brand messaging and potential legal issues.
3. Lack of ROI: Influencer marketing can be difficult to measure in terms of ROI, making it difficult to determine.
4. Fake influencers: Fake influencers may be used to promote products or services in an unethical way, leading to a negative brand reputation.

INFLUENCERS TRUST EXCHANGE

The Influencer Trust Exchange (ITE) is an online, blockchain-based marketplace that connects influencers, brands, and agencies. It allows influencers to securely store and share their data, such as social media followers, engagement rates, and other metrics, with brands and agencies. This data is used to help brands and agencies make more informed decisions when selecting influencers.

for their campaigns¹⁶. ITE also provides brands and agencies with a secure and transparent platform to pay influencers for their services. Influencer trust exchange is an online marketplace where influencers, brands, and agencies can buy, sell, and promote influencer content and collaborations. It is a platform that allows influencers and brands to connect, negotiate, and transact directly with each other.

It is designed to simplify the process of finding and engaging with influencers, and to ensure that all parties involved in a collaboration have clear expectations and a mutual trust. Influencer trust exchange is a platform that allows influencers to connect with brands and receive payment for their work. It works by allowing influencers to create a profile, set their rates, and share their work with brands. Brands are then able to select the influencers they wish to work with, negotiate terms and pay them for their services. The platform also provides analytics, allowing brands to measure the success of their campaigns. An influencer trust exchange is an agreement between influencers and brands that outlines the terms of a working relationship. It is a way for an influencer to demonstrate their commitment to working with a brand, as well as for a brand to ensure that the influencers they work with are reliable, professional, and trustworthy. The trust exchange outlines the expectations, obligations, and responsibilities of both parties. It also provides a framework for the mutual exchange of value, ensuring that both the influencer and the brand get what they need and expect.

It is a platform where influencers and brands can connect and enter into mutually beneficial relationships. This platform allows influencers to showcase their talents and brands to find the right influencers to collaborate with. It provides a safe, secure and transparent environment for influencers and brands to conduct business and negotiate terms. The platform also helps to build trust between influencers and brands, which is essential for successful collaborations in the influencer marketing industry.

How does it work?

The influencer trust exchange works by allowing influencers to register and connect with brands, agencies, and other influencers. Brands can then search and browse through a directory of influencers to find those who best fit their needs. The trust exchange then facilitates campaigns between the influencers and brands, with influencers earning rewards for successful campaigns. This allows brands to access the influence of influencers, while providing influencers with the opportunity to monetize their influence.

An Influencer Trust Exchange (ITE) is an online platform that connects influencers and brands in an open and transparent way.

This platform enables brands to find, manage, and reward influencers for their collaborations. The platform also provides brands with visibility into the influencers' activities, real-time analytics, and insights into their audience. Through the ITE platform, brands can create campaigns, monitor performance, and track the engagement levels of their influencers. Brands can also use the platform to develop relationships with influencers and maintain visibility into their performance.

Additionally, influencers can use the platform to showcase their influence, find new opportunities, and get rewarded for their work.

Psychological effect on influencers – based on audience's reviews

The feedback from their audience can have a huge impact on influencers. Positive feedback can encourage them to continue doing what they're doing, while negative feedback can cause them to reconsider their strategy and make changes. By taking the time to read the reviews and actively engage with their audience, influencers can better understand what their audience wants and create content that reflects that. This can help them stay connected with their followers and maintain their reputation as an influencer.

When influencers receive positive reviews from their audiences, it can be incredibly rewarding and reaffirming. It can also encourage them to keep creating and producing quality content. On the other hand, negative reviews can be disheartening and can make influencers feel like they are not doing a good job. It is important that influencers take reviews in stride and use them as an opportunity to learn and grow.

When influencers receive positive reviews from their audience, it can have a very positive effect on their work. It can help to build their reputation, increase their followers, and give them a greater sense of accomplishment. On the other hand, negative reviews can be damaging to their reputation and can lead to a decrease in followers and engagement. It is important for influencers to take the time to address any negative reviews, respond to constructive feedback, and take measures to ensure their content is of the highest quality.

HOW DO IT EFFECT THE INFLUENCERS WHEN THEIR AUDIENCE PRESENT THEIR REVIEWS ON THEIR WORK?

When an influencer's audience presents reviews on their work, it can have both positive and negative effects. For example, if an influencer receives positive reviews from their audience, it can boost their confidence and help them to produce even better content. On the other hand, negative reviews can be discouraging and make an influencer feel like they have to work harder to satisfy their audience. Ultimately, reviews from an influencer's audience can be a great opportunity for them to learn and grow, as well as a chance to take their content to the next level.

Receiving positive reviews –

Positive reviews from an audience can be incredibly beneficial for influencers. It can boost their credibility, enhance their reputation, and show potential consumers that their product or services are worth investing in. Positive reviews can also help to increase an influencer's reach, as people will be more likely to view their content and follow their channels if they have good reviews. If the reviews come from a trusted source, such as a well-known influencer or celebrity, it can also help increase their reach even further. Positive reviews can also help influencers to gain more sponsorships and collaborations with brands. Positive reviews from an influencer's audience can have a very positive effect on the influencer. It can help to increase their credibility and boost their reputation. It can also help to increase their followers and engagement, as people are more likely

to follow an influencer that has positive feedback from their audience. Additionally, positive reviews can help to increase the influencer's value and attract new sponsorships and brand deals. Ultimately, positive reviews can help influencers to build a strong, loyal following, and grow their platform.

When influencers receive positive reviews from their audience, it can have a variety of positive effects. It can help to attract more followers and increase the influencer's credibility and visibility. It can also help to increase brand collaborations and promotional opportunities for the influencer. Positive reviews can also help to build trust and loyalty between the influencer and their followers, which can lead to more engagement and a larger following. It can have a significant impact on their career. Positive reviews are like a sign of approval from their followers and can help influencers increase their reach, build their credibility, and attract more followers¹⁷. Positive reviews can also help influencers get more opportunities, such as brand endorsements and sponsorships, as well as gain more recognition in their industry. It can be a major boost to their self-confidence and morale. It can also help them to build relationships with their followers and increase their engagement. Positive reviews can help influencers gain trust from their followers, and this can lead to more followers, more views, and more opportunities for collaboration. Ultimately, positive reviews from an influencer's audience can have a positive effect on their success.

Instagram and YouTube bloggers promote it, why should I buy it? How credibility and Para social interaction influence purchase intentions, Author links open overlay panel Karina Sokolova, Hajer Kefi, it is interesting to see that the study investigates the impact of para-social interaction (PSI) and perceived credibility of beauty influencers on purchase intention, and how these are related to social and physical attractiveness and attitude homophily. The finding that attitude homophily is positively related to PSI is not surprising since people tend to connect better with those who share similar attitudes and beliefs. It is surprising to find negative or no evidence of a relationship between physical attractiveness and purchase intention since physical attractiveness is often seen as a critical factor in influencing people's behaviour. Generation Z, also known as post-millennials or centennials, refers to individuals who were born between 1995 and 2010. This generation is the first to grow up in a fully digital world and has unique characteristics and values compared to previous generations.

They are highly connected, diverse, and socially conscious, and value authenticity and individuality¹⁸.

Clothing is one of the first categories where Gen Z consumers start making independent purchasing decisions. However, their buying behaviour is different from previous generations due to the influence of digital media, social networks, and e-commerce. They are highly informed, price-sensitive, and seek personalized and immersive experiences. Fashion marketing plays a critical role in shaping Gen Z's buying behaviour. Brands need to use innovative and creative marketing strategies to capture their attention and build emotional connections. Some of the effective marketing techniques include:

1. Social media marketing: Brands need to have a strong presence on social media platforms such as Instagram, TikTok, and Snapchat, and create content that resonates with their values and interests.
2. Influencer marketing: Collaborating with social media influencers who have a large following and are trusted by Gen Z consumers can help brands to reach a wider audience and build credibility.
3. Personalization: Offering personalized experiences through customized products, recommendations, and loyalty programs can enhance brand loyalty.
4. Sustainability: Gen Z consumers are highly conscious of the environmental impact of fashion, and brands need to adopt sustainable practices and communicate their values and initiatives.

Objective of study

The objective of the study on the impact of social influencers on the buying behaviour of Generation Z is to study and analyse the influence of social influencers on the buying behaviour of Gen Z consumers. Gen Z, generally defined as those born between the mid-1990s and mid-2000s, is a generation that grew up in the age of social media and has been heavily exposed to social influencers posting content on social media platforms. platforms such as YouTube, Create Instagram, etc. TikTok and others. The objective of the study is to examine how social influencers influence the purchasing decisions of Generation Z, including their preferences, motivations and behaviours related to the purchase of products or services. It can also examine which specific types of products or services are most influenced by social influencers, the extent to which social influencers influence Gen Z's brand loyalty, and the role of trust and authenticity in social influencer marketing. The objective of the study may be to examine the factors that contribute to the effectiveness of social influencers on the buying behaviour of Generation Z, such as popularity, credibility, relativity and interaction of the influencer with his audience. The study can also examine the potential negative effects of social influencers, such as the potential to promote materialism, consumerism and impulsive buying among Generation Z consumers through social influencers.

As per the analysis of the study, several objectives have been observed:

1. Growth in social platforms
2. How it contributes to economic growth
3. How does it affect an individual's mindset
4. Does it improve the standard of living of people
5. Self-employment/ freelancer

RESEARCH METHODOLOGY

Surveys were used to acquire the data for this study. A survey is a useful tool for gathering data to ascertain facts, views, and/or attitudes.

QUESTIONNAIRE

This is an interview-based questionnaire, it is part of a project focusing on the impact of influencers and YouTubers on buying behaviour of Generation Z.

All information will be kept in strict confidentiality and it will be presented in the project. Please proceed if you agree to take part in this project.

1. DEMOGRAPHIC

What is your name?

What is your age?

Your occupation?

Gender

What is the highest degree or level of education you have completed?

2. SURVEY ON THE SOCIAL INFLUENCERS EFFECTSON GENERATION Z's PURCHASING PATTERN

Ques1. Which social media platform do you prefer the most?

Ques2. Do you follow any influencers on social media?

Ques3. Do you think people get influenced to purchase products promoted by influencers?

Ques4. Have you ever met or wished to meet any influencer or YouTuber?

Ques5. Which kind of content do people prefer to surf the most?

Ques6. How much time do people spend scrolling social media daily?

Ques7. Do you think influencers are the same with their behaviour off-screen as they are on-screen?

Ques8. Do people purchase products reviewed by influencers or their merchandise?

Ques9. Do people consider social media influencers as their Role models?

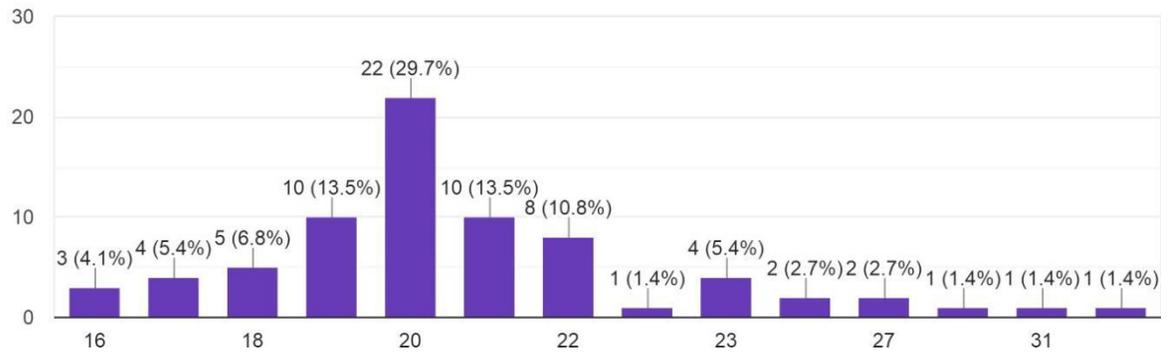
Ques10. Do you want to become an influencer or have you ever thought about it?

Data Analysis & Interpretation

There are 74 responses I have received through my questionnaire as shown below: -

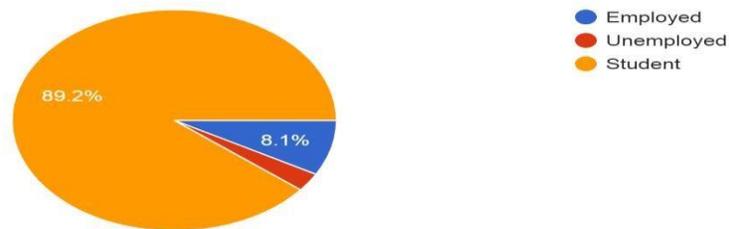
What is your age ?

74 responses



Your occupation ?

74 responses



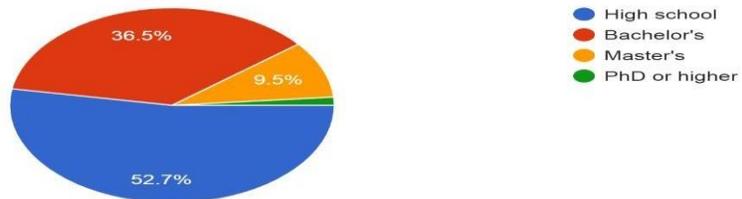
Gender

74 responses



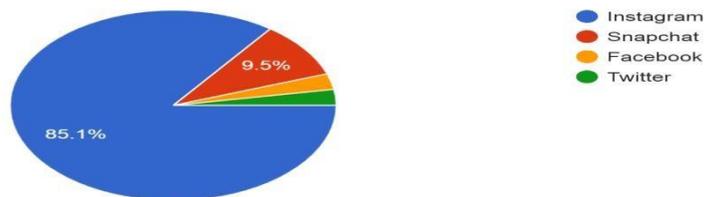
What is the highest degree or level of education you have completed ?

74 responses



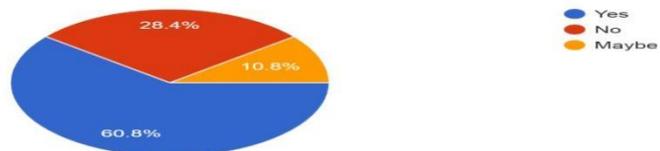
Ques 1. Which social media platform do you prefer the most ?

74 responses



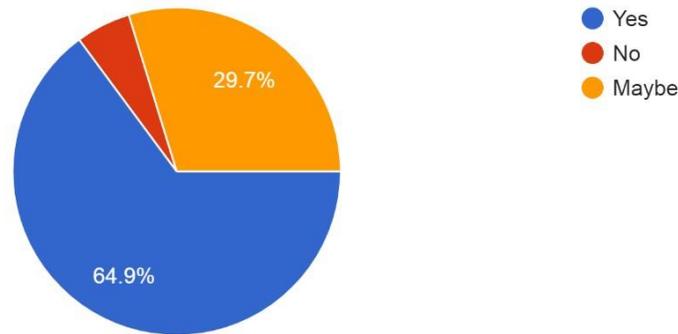
Ques 2. Do you follow any influencer on social media ?

74 responses



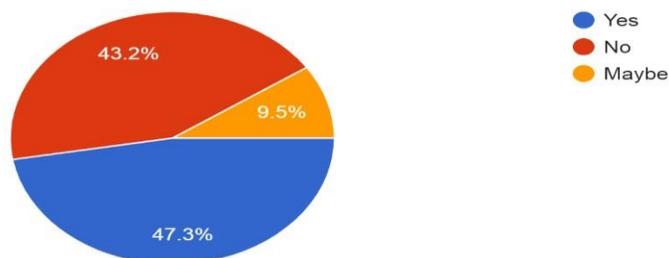
Ques 3. Do you think people get influence to purchase products promoted by influencers ?

74 responses



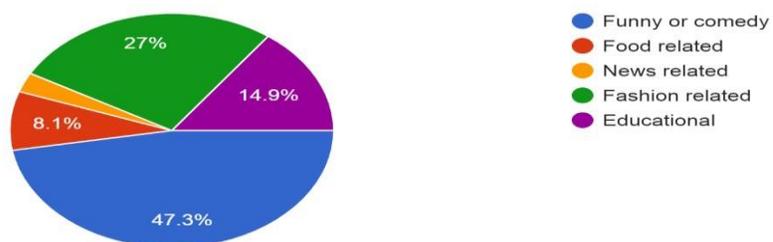
Ques 4. Have you ever met or wish to meet any influencer or youtuber ?

74 responses

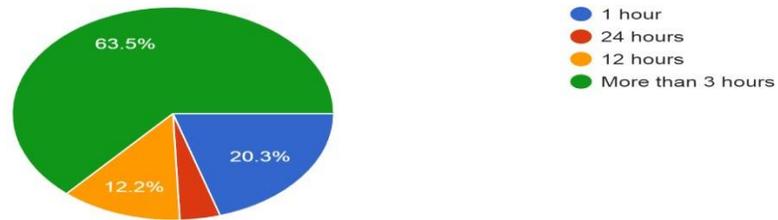


Ques 5. Which kind of content do people prefer to surf the most ?

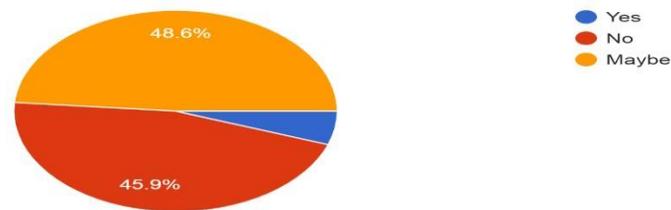
74 responses



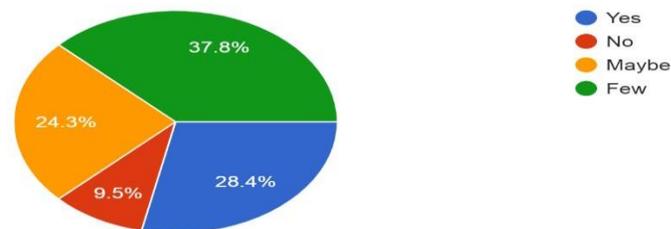
Ques 6. How much time do people spend scrolling social media on a daily basis ?
74 responses



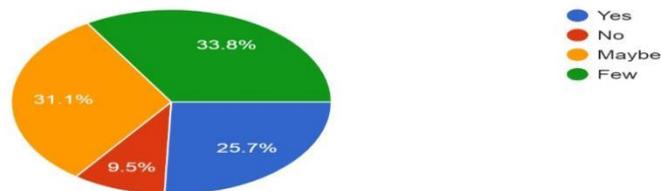
Ques 7. Do you think influencers are same with their behavior off-screen as they are on-screen ?
74 responses



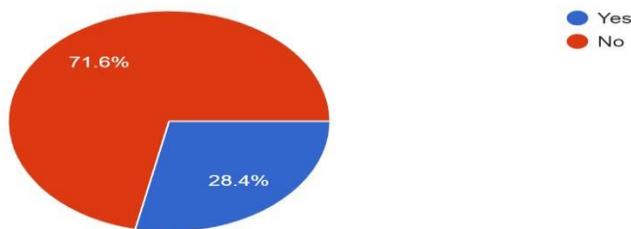
Ques 8. Do people purchase products reviewed by influencers or their own merchandise ?
74 responses



Ques 9 Do people consider social media influencers as their Role models ?
74 responses



Ques 10. Do you want to become an influencer or have you ever thought about it ?
74 responses



CONCLUSION

The opinions regarding social media influencing and marketing as a buying behaviour of Generation Z are varied. Some people view it as a powerful tool for influencing buying decisions, while others see it as a distraction from traditional marketing techniques. Ultimately, the effects of social media on buying behaviour will depend on the individual's preferences and how they are exposed to social media marketing. It is important to keep in mind that social media is a tool, and it is up to the user to decide how to use it. In any case, it is clear that social media has the potential to influence buying decisions, and marketers should use it wisely to reach their target audience.

Some people believe that social media is a powerful tool that can be used to reach out to a large audience, while others are concerned about the potential negative effects of such marketing strategies. Ultimately, it is up to the individual to decide which approach is best for them, as there is no one-size-fits-all answer to this question. It is important to remember, however, that social media does have a major influence over the buying behaviour of Generation Z, and it is important for marketers to be aware of this to effectively target their audience.

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