

EFFECT OF INFLUENCER MARKETING ON PURCHASE DECISIONS OF GENERATIONZ FOR BEAUTY PRODUCTS

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ABSTRACT

Marketing is the process of getting the public educated and excited about an organization's products and services. In marketing, the purchase decision is a crucial stage where a consumer chooses to buy a product or services with the consideration of recognizing a need, searching for information, evaluating alternatives, making the final purchase and the evaluating the satisfaction of post purchase. A marketing team effort in market research and consumer trends guides the strategy behind other aspects of the business and helps companies to consistently meet the needs of the consumers. Generation Z is considered one of the most diverse generations in history. They tend to be socially conscious, caring about issues such as climate change, equality, mental health and human rights. The main objective of the study is to analyse the purchase decisions of generation Z for beauty products and to examine the comparative analysis of purchase decision of older generation and generation Z customers on beauty products. Simple random sampling technique is adopted for the study. The researcher selects 360 sample respondents for the study. The statistical tools such as ranking, percentage analysis, Friedman ranking and paired sample *t*-test. The major findings of the study is the social media platform used which is the major factor influencing the purchase decision of generation Z customers. The comparative analysis of purchasing decision on beauty products among older generation and generation Z customers highly impacts the variables of health conscious, safety focused, trend adoption, consistency, willing to try and brand knowledge and awareness. The generation Z people are willing to try the new beauty products eagerly without caring about their health. Thus generation Z people must be aware of their health and brand quality of beauty products.

INTRODUCTION:

Generation Z (often called Gen Z) refers to the group of people born roughly between 1997 and 2012, following the millennial generation. They are the first

generation to grow up fully in the digital age, surrounded by smart phones, social media and instant access to information. Unlike previous generations, Gen Z has

never known a world without the internet. Platform like Instagram, Snapchat and YouTube play a major role in how they communicate, learn and express themselves. Technology is deeply integrated into their daily lives, shaping their social interactions and worldview.

STATEMENT OF THE PROBLEM:

The beauty industry has experienced rapid growth in recent years, largely driven by the increasing influence of Gen Z consumers. As digital natives, Gen Z relies heavily on social media platforms such as Instagram, Snap chat and YouTube for product discovery, reviews and recommendations. Their purchasing decisions are shaped not only by price and quality but also by brand values, authenticity, sustainability and peer influence.

Therefore, the problem addressed in this study is the need to examine and analyse the key factors influencing Gen Z's purchasing decisions regarding beauty products. Understanding these factors is essential for beauty companies to develop effective marketing strategies, build brand loyalty and remain competitive in an increasingly digital and value-driven marketplace.

OBJECTIVES OF THE STUDY:

- To analyse the socio-economic profile of generation Z customers on beauty products.
- To study the factors influencing purchase decision of generation Z customers.
- To compare the purchasing decision on beauty products among older generation and generation Z customers.
- To offer better suitable suggestions for the study.

SAMPLING DESIGN:

The researcher selects 360 sample respondents by applying simple random sampling technique.

TOOLS FOR ANALYSIS:

The statistical tools such as ranking, percentage analysis, fried man ranking and paired sample *t*-test have been used for the final Interpretation of data.

REVIEW OF LITERATURE:

Atika Ramadhani et.al., (2021) aimed to determine the relation between two or more variables. The method of analysis used is part analysis using smart-PLS. The result showed that brand awareness has positive and not significant to the purchase decision, knowledge and no significant positive effect on purchase decision. The label halal had no significant

negative effect on purchase decisions, reference group and a significant negative effect moderate brand awareness on purchase decisions.

Abelitha Jovanka and Kinkin (2024) investigates generation Z’s consumer behaviour, their attitudes and preference sin purchasing beauty products. The findings reveal that digital influencer, sustainability and affordability significantly impact their purchase decisions. This research contributes to understanding how marketers tailor strategies to meet generation Z’s needs effectively.

DATA ANALYSIS AND INTERPRETATION:

OBJECTIVE –I:

SOCIO-ECONOMIC PROFILE OF GENERATION Z CUSTOMER

TABLE 1
Socio-economic profile of generation Z customer

Variables	Category	Frequency	Per cent
Age	14-18 years	60	15.7
	19-23 years	120	33.3
	24-28 years	180	50.0
Education	School level	40	11.1
	Graduate	385	23.7
	Post graduate	30	8.3
	Professionals	205	56.9

Gender	Male	100	27.8
	Female	260	72.2
Marital status	Married	152	42.2
	Unmarried	208	57.8
Occupation	Self-employed	78	21.7
	Business people	92	25.5
	Professional workers	190	52.8
Monthly Income	Less than ₹10,000	58	16.1
	₹10,000-₹20,000	96	26.7
	Above ₹20,000	206	57.2
Beauty Care Specialization	Hair beauty	140	38.9
	Skin beauty	220	61.1
Cost Spending for Beauty Care	₹1000/month	84	23.3
	₹1000-2000/month	96	26.7
	Above ₹2000/month	180	50.0
Total sample size		360	100.0

The table- 1 reveals the socio- economic profile of the Generation Z customers. The majority (50.0) per cent are belongs to the age group of 24-28 years of age, 23.7 per cent are graduates, 72.2 are female, 57.8 per cent are unmarried, 52.8 per cent are professional workers, 57.2 are earning above ₹ 20,000 as their monthly income, 61.1 per cent are caring more about their skin beauty and 50.0 per cent are spending Above ₹2000/month for the beauty products.

OBJECTIVE - II:

FACTORS INFLUENCING THE PURCHASE DECISION OF GENERATION Z CUSTOMERS

The factors influencing purchase decision of generation Z customers are analysed with the help of Friedman ranking techniques. For this analysis, six variables are taken into consideration. They are authenticity, relatability, social media platform used, content quality and creativity, brand fit and peer influence and social proof.

TABLE 2

Friedman ranking for factors influencing purchase decision of generation Z customers

S. No.	Variables	Mean Scale	Rank
1	Social media platform used	2.112	1
2	Content quality and creativity	2.354	2
3	Peer influence and social proof	3.051	3
4	Brand fit	3.406	4
5	Relatability	4.421	5
6	Authenticity and credibility	4.862	6

Source: Calculated data

The table 2 reveals that the factors influence the purchase decision of generation Z customers with the help of Friedman ranking test. The first rank goes to ‘Social media platform’, second, third and fourth rank goes to ‘Content quality and creativity’, ‘Peer influence and social proof’ and ‘Brand fit’, fifth and sixth rank goes to ‘Relatability’ and ‘Authenticity and credibility’. Thus, the Social media platform used attains first rank as the customers are frequently using the social media platform influences the purchase decisions of generation Z for beauty products.

purchasing decision on beauty products among older generation and generation Z customers are analysed with the help of paired sample *t*-test. There are nine variables taken into consideration for this analysis, they are health conscious, safety focused, loyalty to familiar brands, trend adoption, trust, consistency price conscious, willing to try and brand knowledge and awareness.

OBJECTIVE – III

COMPARATIVE ANALYSIS OF PURCHASING DECISION ON BEAUTY PRODUCTS AMONG OLDER GENERATION AND GENERATION Z CUSTOMERS

The comparative analysis of

TABLE 3

Paired sample *t*-test for comparative analysis of purchasing decision on beauty products among older generation and generation Z customers

S. No.	Variables	Mean Scale		<i>t</i> -value	Sig. value
		Older generation	Z generation		
1	Health conscious	3.2610	2.0097	41.593	0.000
2	Safety focused	4.2379	3.0340	32.862	0.001
3	Loyalty to familiar brands	4.2876	4.1460	4.656	0.061
4	Trend adoption	2.6860	3.7980	32.297	0.000
5	Trust	4.9673	4.9289	3.9786	0.074
6	Consistency	5.3543	3.9800	7.289	0.000
7	Price conscious	5.9760	5.3210	5.143	0.089
8	Willing to try	3.8933	5.288	28.786	0.003
9	Brand knowledge and awareness	2.8769	5.0431	36.849	0.004

Source: Calculated data

The above table reveals that the results of paired sample *t*-test for comparative analysis of purchasing decision on beauty products among older generation and generation Z customers. The significant difference between each pair of older generation and generation Z customers are identified in the pair of variables such as ‘health conscious’, ‘safety focused’, ‘trend adoption’, ‘consistency’, ‘willing to try’ and ‘brand knowledge and awareness’, since the *p*-

value is less than significant value of 0.05, the null hypothesis of these variables are rejected. There is a significant relationship between these variables and comparative analysis of purchasing decision on beauty products. Hence, these six variables highly impacts the comparative analysis of purchasing decision on beauty products among older and generation Z customers.

SUGGESTIONS:

Among the generation Z customers, the ranking slot for the analysis

of factors influencing purchase decision of generation Z customers attains the first rank with the variable of social media platform used. Thus, generation Z people are social media platform frequently which influences them more on purchase decision of beauty products. Hence, the generation Z customers must aware about the branded beauty product platforms and websites, this will safeguard them to retain their health safety and also prevent them from financial loss. The comparative analysis of purchasing decision on beauty products among older generation and generation Z customers highly impacts the variables of health conscious, safety focused, trend adoption, consistency, willing to try and brand knowledge and awareness. The older generation people are more conscious about their health care on beauty products than generation Z. The generation Z people are willing to try the new beauty products eagerly with the absence of mind of thinking about their health care. Thus, generation Z must aware about their health care and the brand quality about the beauty products. The generation Z people trust the fake promotions by their favourite and attractive celebrities; they should avoid this trust issue for their betterment of beauty and health care.

CONCLUSION:

In conclusion, Gen Z plays a powerful and transformative role in today's beauty market. As digital natives, they rely heavily on social media platforms such as Instagram, Snapchat and YouTube to discover, evaluate and review beauty products. Online tutorials, influencer recommendations and peer reviews strongly shape their purchasing decisions. Unlike previous generations, Gen Z consumers prioritize authenticity, transparency and brand products carefully before purchasing. They compare ingredients, read customer feedback and seek honest opinions rather than traditional advertisements. This makes them informed and selective consumers who value trust and credibility.

Overall, Gen Z's purchasing decisions in the beauty industry are shaped by a blend of digital influence, social awareness and personal identity. Their preferences continue to reshape marketing strategies and product development, pushing beauty brands to become more

transparent, innovative and socially
responsible.

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