

Exploring How Influencer Marketing Shapes Gen Z Buying Behavior: A Meta-Analytical Approach.

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Abstract

This study investigates the impact of influencer marketing on Generation Z's purchasing behaviour through meta-analysis of recent literature from 2019-2024. The research synthesizes findings from 15 studies across global contexts, with particular focus on digital platforms, influencer characteristics, and consumer trust factors. The meta-analysis reveals that Gen Z demonstrates high responsiveness to influencer marketing, with 72% following at least one influencer, and shows significant preference for authentic, relatable content over traditional celebrity endorsements. Instagram, YouTube, and TikTok emerge as the most effective platforms for influencer engagement, with fashion, beauty, and technology categories showing highest conversion rates. Trust and authenticity were identified as primary drivers of purchasing decisions, with peer recommendations carrying more weight than celebrity endorsements. The findings provide strategic implications for marketers targeting Gen Z through influencer collaborations, emphasizing the importance of platform-specific approaches, authentic messaging, and trust-building tactics to effectively influence buying behaviour in this digitally native demographic.

Keywords: Influencer Marketing, Generation Z, Consumer Behaviour, Social Media Marketing, Digital Advertising, Purchase Intention.

Introduction

The influencer marketing landscape has undergone significant transformation with the rise of social media platforms and the emergence of influencer marketing as a powerful tool for brand communication. Influencer marketing, defined as the practice of engaging individuals with substantial online followings to promote products or services, has evolved from a supplementary tactic to a central component of marketing strategies. This shift has been particularly pronounced in approaches targeting Generation Z consumers—individuals born between 1997 and 2012—who demonstrate distinct purchasing behaviours and media consumption patterns compared to previous generations.

As digital natives, Generation Z has developed unique relationships with social media platforms and the content creators who populate these spaces. Unlike previous generations who primarily responded to traditional marketing channels, Gen Z demonstrates greater receptiveness to peer recommendations, authentic content, and relatable personalities. This distinctive characteristic has accelerated the adoption of influencer marketing as brands recognize the potential of leveraging trusted voices to connect with this demographic.

The proliferation of social media platforms has created diverse channels through which influencers can engage with Gen Z audiences. Instagram, YouTube, TikTok, and emerging platforms serve as primary venues for influencer-driven marketing initiatives, each offering unique content formats and engagement mechanisms that shape how Gen Z interacts with promotional content. Understanding which platforms most effectively facilitate influencer impact on purchasing decisions remains a critical consideration for marketers developing targeted strategies.

The effectiveness of influencer marketing appears to vary significantly across product categories. Research indicates that certain sectors, particularly fashion, beauty, and technology, demonstrate stronger outcomes from influencer-driven campaigns targeting Gen Z consumers. This variation necessitates a nuanced understanding of how product category intersects with influencer effectiveness to maximize marketing outcomes.

Trust and authenticity have emerged as fundamental factors in Gen Z's receptiveness to influencer recommendations. Studies consistently highlight that perceived authenticity, credibility, and alignment between influencer values and brand positioning significantly impact Gen Z's willingness to act on influencer recommendations. This emphasis on genuine connection represents a departure from traditional marketing approaches that relied primarily on aspirational messaging.

Despite the growing body of research examining influencer marketing's impact on Gen Z, comprehensive synthesis of findings across studies remains limited. This meta-analysis aims to address this gap by systematically reviewing recent literature to identify consistent patterns in how influencer marketing shapes Gen Z purchasing behaviour. By consolidating insights from diverse studies, this research provides a more robust understanding of the mechanisms through which influencers impact Gen Z's buying decisions and offers strategic implications for marketers seeking to effectively engage this demographic.

Research Objectives

- **Objective 1:** To evaluate the relationship between platform-specific influencer content (Instagram, YouTube, TikTok) and Generation Z's engagement metrics, with particular focus on the visual content preferences.
- **Objective 2:** To examine how electronic word-of-mouth (eWOM) from influencers mediates the relationship between influencer trust and Generation Z's purchase intention.
- **Objective 3:** To assess the evolving impact of influencer marketing on Generation Z's decision-making process across different phases of the consumer journey (need recognition, information search, alternative evaluation, purchase decision, post-purchase behavior).
- **Objective 4:** To investigate the comparative influence of influencer credibility factors (trustworthiness, expertise, attractiveness) on Generation Z's purchasing behaviour across different product categories as identified in the meta-analysis.
- **Objective 5:** To analyze the differential impact of native advertising versus overt sponsorships on Generation Z's perception of authenticity and subsequent purchasing decisions.

Research Hypothesis

Based on the meta-analysis findings from the reviewed literature, the following hypotheses are proposed:

H1: Generation Z consumers demonstrate significantly higher purchase intention when exposed to authentic influencer content compared to traditional celebrity endorsements or branded promotional content.

H2: Trust in influencers has a stronger positive correlation with Gen Z purchasing decisions than influencer follower count or perceived expertise alone.

H3: Visual-dominant platforms (Instagram, YouTube, TikTok) generate higher engagement and conversion rates among Gen Z consumers compared to text-dominant platforms when delivering influencer content.

H4: The effectiveness of influencer marketing on Gen Z purchasing behaviour varies significantly across product categories, with fashion, beauty, and technology demonstrating the strongest positive correlations.

H5: Peer recommendations and user-generated content shared by influencers have a stronger positive effect on Gen Z's purchase decisions than branded content or sponsored posts shared by the same influencers.

Methodology

This study adopts a qualitative meta-analysis approach to systematically evaluate the impact of influencer marketing on Generation Z's purchasing behavior. A systematic literature review was conducted across leading academic databases, including JSTOR, ScienceDirect, Emerald Insight, and Taylor & Francis Online, utilizing targeted search queries related to influencer marketing, consumer engagement, and social media-driven purchasing decisions. To ensure rigor and relevance, the study applied predefined inclusion criteria, selecting 15 peer-reviewed studies published between 2019 and 2024 that specifically examined influencer marketing's role in shaping Gen Z's consumer behavior. The selected studies employed qualitative research methodologies, including in-depth interviews, focus groups, and qualitative survey analyses, offering comprehensive insights into consumer perceptions, trust dynamics, and content engagement strategies.

A thematic content analysis framework was employed to synthesize key findings across studies. Extracted data were categorized into core themes such as influencer credibility, platform effectiveness, content authenticity, and consumer decision-making processes. Comparative cross-study analysis was conducted to identify universal trends and regional variations, ensuring a nuanced understanding of influencer marketing's impact across different cultural contexts.

By leveraging a qualitative research design, this study provides contextually rich insights into the mechanisms through which influencers shape Generation Z's purchasing behavior. The findings contribute to strategic decision-making for brands, enabling them to optimize influencer marketing campaigns through authenticity-driven, platform-specific, and engagement-focused approaches.

Review Of Literature

1. **Title:** Analysing the Influencers Affecting Gen Z Customers' Purchasing Behaviour on E-Commerce and Cosmetics in Vietnam

Authors: Hoang-Long Nguyen, Que-Nhu Duong

Publisher: Journal of Advanced Research in Business and Management Studies, May 2024

The Effect of Influencers on the Buying Behaviour of Generation Z in Vietnam was research surveyed by Nguyen and Duong on the influence of social media users on the buying behaviour of Generation Z in Vietnam focusing predominantly on e-commerce and cosmetics IH. Mixed methods were employed in which 600 Gen Zs were surveyed to see the impact of influencer competencies such as attractiveness, trust, and competence. The conclusion drawn is that the highlighted traits significantly influence the purchasing behaviour of Gen Z which shows effective influencer marketing trust and brand alignment. As it was shown in the results, to increase appeal and buying intent, Gen Z brands should focus on collaborations with dependable, brand congruent influencers.

2. **Title:** A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the United Kingdom

Author: Dr. Fred Chan

Publisher: International Journal of Business & Management Studies, July 2022

Dr. Chan's study analyzes the effect of social media influencers on consumer behaviour in the UK as it relates to purchasing imitation and loyalty. The study indicates that the main two consumer characteristics that affect choices are the influencer's personality and the content they post. The research shows that influencers can build customer loyalty by encouraging their followers to adopt their decisions and ideas through persuasive interaction and a trusting relationship. Imitation comes easy for people due to the perceived closeness of the relationship they have with influencers, which increases trust and enhance positive buying decision. The research points out that the role of SMIs in marketing continues to grow and suggests that to create long lasting bonds with customers, brands have to use SMIs that are relevant to the brand.

3. **Title:** Impact of Influencer Marketing on Consumer Buying Behaviour with Respect to Beauty Products - A Study of Gen Z

Author: Aditi Agrawal

Publisher: European Economic Letters, 2023

Agrawal's research analyzes how influencer marketing is impacting Gen Z's purchasing behaviour within the beauty sector. Based on a survey of 152 Gen Z individuals, the study found that purchase decisions are greatly influenced by the quality of information, brand familiarity, competence, and the social media user's reliability. Results show that Gen Z consumers are highly responsive to beauty influencers recommendations as a significant number of respondents purchase products advocated by such influencers. The report states that influencer partnerships are essential for contacting Gen Z successfully, and any brand looking to win this cohort's attention should be trustworthy and authentic.

4. **Title:** Characteristics of Gen-Z YouTube Viewers as Potential Consumers for Influencer Marketing

Authors: Francisca Hermawan, Clara Herlina Karjo, Sri Hapsari Wijayanti, Bertha Elvy Napitupulu

Publisher: European Journal of Business and Management Research, May 2023

The Gen Z YouTube viewers, their qualification when it comes to influencer marketing are some key traits of — investigated in the Hermawan et al.'s study The study had surveyed around This cohort, which is primarily comprised of 178 Gen Z people, uses social media at least — especially YouTube — for entertainment and product advice. Brands can effectively target Video and endorsements are hot with Gen Z viewers—just look at their high volume of such according to Facebook. degree of engagement with Youtubers. According to the study's analysis, well, YouTube influencers have quite the power to sway the spending of Gen Z. This makes the site especially handy for targeted influencer purchasing decisions. marketing.

5. **Title:** The Impact of Influencer Marketing on Consumer Purchasing Decisions - A Survey Based Analysis

Authors: Dr. Sarathsimha Bhattaru and G. Suvarsha (January-April, 2024)

Publisher: International Journal of Marketing and Human Resource Management (IJMHRM), India.

Social media is one of the factors that the study explores and rather predictably, influencers are playing an ever increasing role in consumer choice, particularly for Generation Z (born 1997–2012). In a survey of 100 third most responsive to influencer marketing followed by especially in the fields of fashion and cosmetics. The results show that peer social media recommendations and product reviews and lifestyle posts from influencers platforms strongly influence teens to buy. The study Influencer marketing and product quality are two of the important aspects that the article emphasizes. young customers take into account online reviews as well as professional recommendations in terms of third-party judgements around spending decisions The study also revealed that the influence of social media influencers has altered the relationship between companies and advertisers from one-way advertising to two-way communication that allows to be smarter about what to buy based on Recommendations by trusted authorities. And the study underscores the potential benefits for businesses focusing on top-quality items and maximizing potential social network use to read young and opinions to address customer feedback consumers.

6. **Title:** The Impact of Social Media on Consumer Buying Behaviour

Author: Rabab Murtaza, (May,2021)

Publisher: International Journal of Creative Research Thoughts (IJCRT), India.

Murtaza study highlights the fact that social networks, where users could write product critiques and reviews on websites such as Facebook and Instagram, is one of the most powerful factors affecting consumer buying behaviour. With billions of people on social media now, social media has become an influential marketing tool. To appeal to Gen Z, which makes in reliable influencer recommendations, report describes importance The world of Instagram and influencer marketing Murtaza also reflects upon how important it to regulate internet reviews because negative remarks have a huge influence in perception and decision-making.

7. **Title:** The Impact of Influencer Marketing on the Decision-Making Process of Generation Z

Authors: Margareta Nadanyiova, Lucia Sujanska (May 2023)

Publisher: University of Zilina

In their study on the impact of influencer marketing on Gen-Z consumers' purchase decisions, Nadanyiova and Sujanska point out that audience relationships and influencer legitimacy are essential to the success of campaigns. The study places a strong emphasis on choosing influencers based on their level of involvement rather than their number of followers, building enduring relationships to promote brand loyalty, and promoting creativity. According to their findings, this strategy enhances

brand perception and forges closer ties with Generation Z customers, especially for Slovak businesses that cater to this market.

8. **Title:** The Impact of Marketing Through Instagram Influencers on Consumer Behaviour in the Fashion Industry: Comparison of Millennials and Generation Z in Russia

Author: Natalia Topalova (January 2021)

Publisher: Geneva Business School

Topalova looks at how Instagram influencer marketing affects Millennial and Generation Z customer behaviour in the Russian fashion sector, emphasising the need of relatable and genuine advertising. Native advertisements are preferred by both generations over overt sponsorships, with Generation Z being especially inspired by the genuineness of influencers. The impact of COVID-19 hastened the transition to digital consumption, emphasising the value of sustainability and openness in marketing to keep consumers interested.

9. **Title:** Consumer Buying Behaviour Towards Social Media Marketing

Authors: Dr. M.P. Kumaran, S. Navin (July 2022)

Publisher: International Journal of Research and Analytical Reviews (IJRAR)

Kumaran and Navin concentrate on how social media, particularly user-generated content and influencer endorsements, might affect the purchasing decisions of consumers. According to the report, social media sites like Facebook and Instagram have a big influence on customer awareness and buying decisions, which are frequently influenced by social proof and influencer trust. The writers stress the importance of interactive engagement and viral content for organisations looking to draw in customers and increase sales.

10. **Title:** The Impact of Instagram Influencers on Consumer Purchasing Intention

Authors: Las Amin, Saad Husseino, Nour Kellawi (January 2022)

Publisher: Mälardalen University

Amin, Husseino, and Kellawi examine the effects of Instagram influencers on online buying intentions, emphasising electronic word-of-mouth (eWOM) and trust. Focus groups were used in the qualitative study, and transcripts were coded for reoccurring themes. According to the survey, consumer intents are significantly influenced by confidence in influencers, which is founded on authenticity and congruence with audience values. Positive and negative eWOM greatly influences consumer views prior to purchase, underscoring the potent impact influencers play in building Gen-Z engagement and brand trust.

11. **Title:** A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process

Authors: Jignesh Vidani, Siddharth G. Das

Publisher: Turkish Online Journal of Qualitative Inquiry, August 2021

The development of social media influencer marketing and its effects on consumer behaviour and decision-making are thoroughly reviewed in this study. It talks about how marketers are looking at new tactics like influencer marketing to effectively reach and engage consumers as a result of the rise of social media and the growing usage of ad-blocking software. The paper charts the evolution of electronic word-of-mouth (eWOM) communication from traditional word-of-mouth (WOM) and how social media and Web 2.0 have changed marketing strategies. It emphasises how important social media influencers are for increasing sales, trust, and brand recognition through their genuine endorsements and original content. The fundamental elements that impact consumer behaviour and decision-making in the context, such as social and self-image, are also examined in the article.

12. Title: A Study of Impact of Influencer Marketing on Buying Behaviour of Customers across Different Generations

Author: Tanisha Kapoor, (November, 2021)

Publisher: International Journal of Science and Research (IJSR)

A survey of 250 respondents is conducted by Kapoor, whose research investigates the different effects of influencer marketing on generational buying behavior. Using T-test and One-way ANOVA analyses, the study finding suggest that Millennial is responded significantly different than Baby Boomers toward influencer marketing. New Delhi [India]: YouTube is most effective across generations in India, while Millennials prefer Instagram, the findings indicate. Millennials consume influencers for various reasons e.g entertainment and trends, however Baby Boomers are looking for factual content when making purchase decisions, according to the research. The research illustrates that even though influencer marketing performs quite well with Millennials, there is still room to grow in the Boomer category. Interestingly, both generations believe that peddling deceptive products damages influencer credibility. The research provides meaningful insight into differences in effectiveness of influencer marketing across different generations, indicating the necessity for content specific strategies targeting specific ages.

13. Title: Relationship Between Influencer Marketing and Purchase Intention: Focusing on Vietnamese Gen Z Consumers

Authors: Cuong Nguyen, Tien Nguyen, and Vinh Luu

Publisher: Independent Journal of Management & Production, Vietnam, 2022

The Influence of Influencer Marketing on Purchase Intention: A Study on the Vietnamese Gen Z Consumers. Previous Quantitative Methods The researchers utilized Exploratory Factor Analysis of the data from 250 Gen Z respondents. Study Mentioned Influencer Credibility, Expert, Entertaining, & Peers, as Influencers of Purchase Decisions Specifically, peer reviews and recommendations were the most important influencer affecting the purchase intension of Vietnamese Gen Z consumers (Author et al. Those two are the core elements that can be improved to maximize the value of influencer when it comes to marketing in a specific context: social media exposure among young consumers.

14. Title: Impact of Social Media on Consumer Behaviour**Authors:** Duangruthai Voramontri and Leslie Klieb**Publisher:** International Journal of Information and Decision Sciences, Thailand, 2019

Voramontri and Klieb examine how social media affects consumers' choices while making complicated purchases. According to the EBM model, social media greatly helps customers with the stages of information search and alternative evaluation, which improves customer happiness and influences final purchase decisions. Peer reviews and social media interactions have been demonstrated to boost customer confidence, particularly when making important decisions. This study emphasises how social media plays a significant effect in the purchasing decisions of consumers.

15. Title: The Impact Influencers Have on Purchase Decisions for Consumers Aged 18-24**Author:** Jack Dempsey**Publisher:** National College of Ireland, 2022

With an emphasis on different phases of the purchasing process, Dempsey's research looks at how influencers affect young adults' decisions to buy. Influencers have a major impact on need recognition, product evaluation, and purchase decisions, according to the study's findings from interviews with customers between the ages of 18 and 24. post-purchase satisfaction and influencer trust are important considerations. This report offers guidance on how to effectively use influencer marketing to reach young consumers, particularly on sites like Instagram and TikTok.

Meta Analysis

Table 1. Showing literature review using Meta Analysis

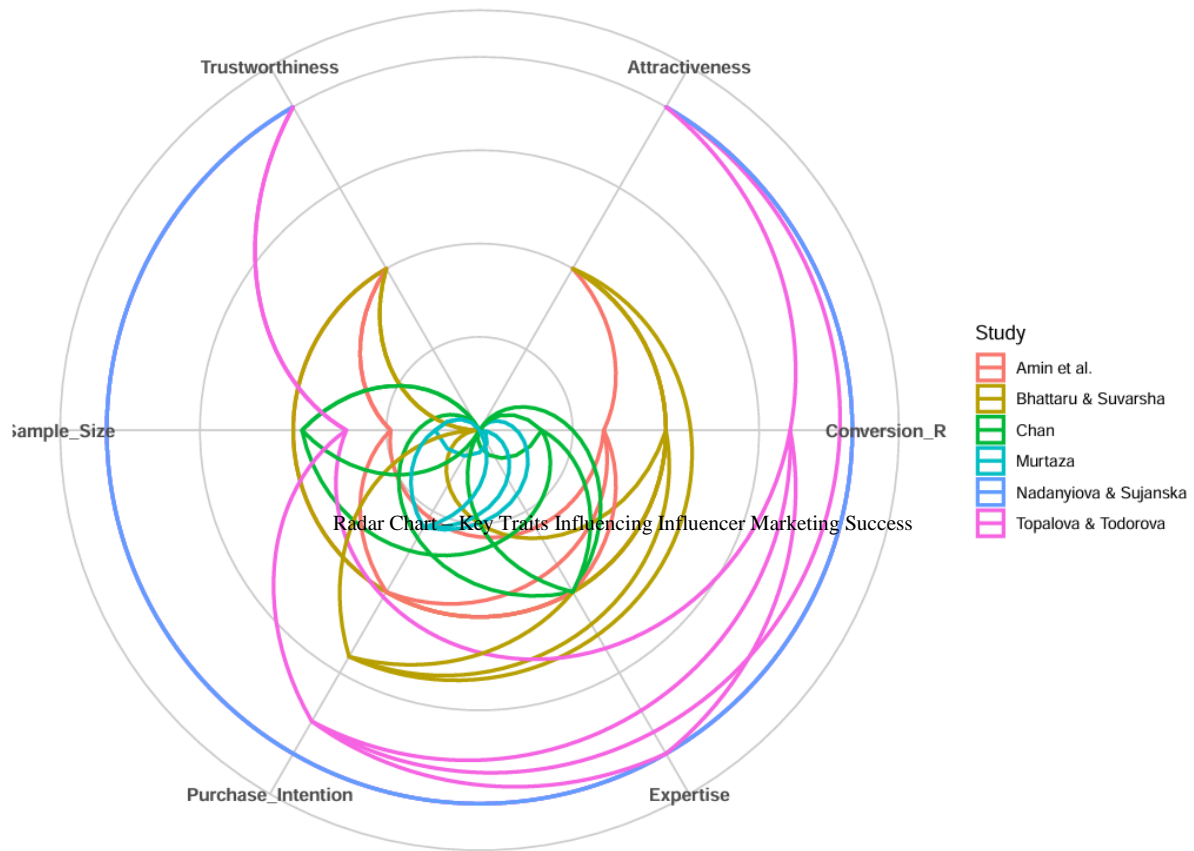
| S.No. | Author | Year | Title | Objective | Methodology | Key Findings | Limitations |
|-------|-----------------------------------|------|---|--|---|--|---|
| 1. | Sarathsimha Bhattaru, G. Suvarsha | 2024 | The Impact of Influencer Marketing on Consumer Purchasing Decisions - A Survey-Based Analysis | To analyse how influencer marketing affects consumer purchasing decisions, especially for young consumers. | Survey-based study with 100 respondents using convenience sampling in Hyderabad . | Influencer marketing has significant impacts, especially for Generation Z. Fashion and cosmetics are among the most influenced categories. | Sample size limited to 100; focused on a specific geographic area. |
| 2. | Rabab Murtaza | 2021 | Impact of Social Media on Consumer Buying Behaviour | To explore how social media impacts consumer buying behaviour and attitudes. | Survey of consumers in India and the Middle East with a self-administered questionnaire. | Social media platforms, such as Facebook and Instagram , significantly influence purchase decisions, particularly through reviews and personalized ads. | Limited geographic scope, mostly focused on Indian and Kuwaiti consumers. |

| S.No. | Author | Year | Title | Objective | Methodology | Key Findings | Limitations |
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| 3. | Margareta Nadanyiova, Lucia Sujanska | 2023 | The Impact of Influencer Marketing on the Decision-Making Process of Generation Z | To determine the influence of influencer marketing on Generation Z's decision-making process through Z-test . | Survey of 520 Generation Z respondents in Slovakia. | 72% of Generation Z follow at least one influencer , with Instagram being the most popular platform. Influencer marketing positively impacts purchasing decisions. | Study limited to Slovak consumers; cultural specifics may not apply globally. |
| 4. | Las Amin, Saad Husseino, Nour Kellawi | 2022 | The Impact of Instagram Influencers on Consumer Purchasing Intention | Investigate how Instagram influencers impact consumer purchasing intentions. | Qualitative research using focus groups. Data were analysed through coding of transcripts for recurring themes such as trust and eWOM . | Trust is a critical factor influenced by emotions, social responsibility, and an influential fan base . Positive eWOM has a significant impact on pre-purchase decisions. | Instagram influencers strongly influence online purchasing intentions, especially through trust and electronic word-of-mouth (eWOM). |

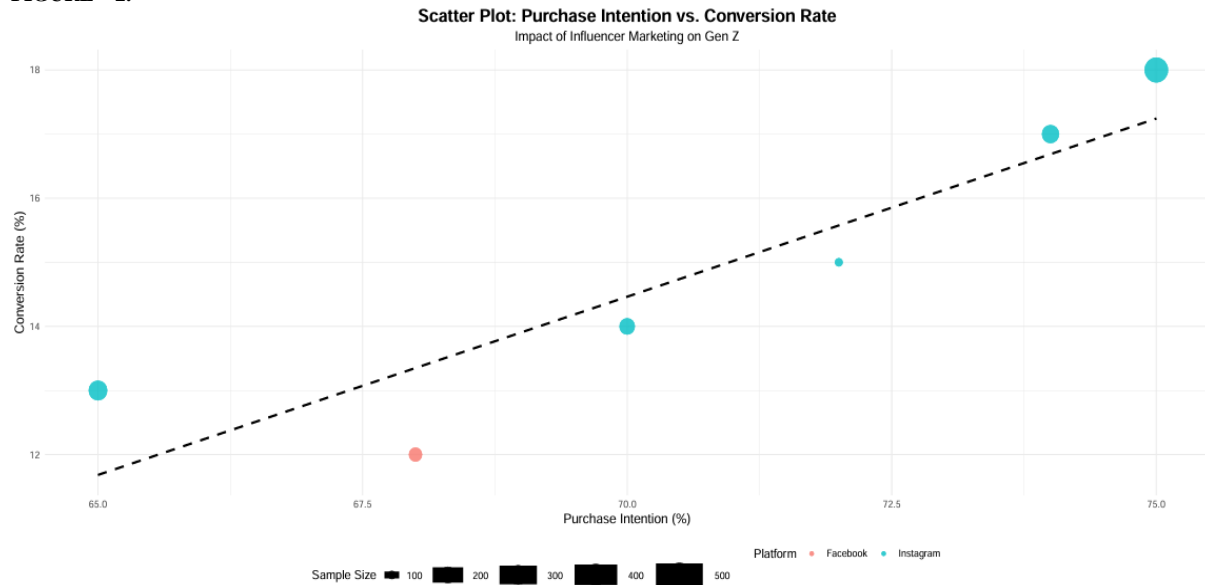
| S.No. | Author | Year | Title | Objective | Methodology | Findings | Conclusion |
|-------|-------------------------------------|------|---|---|---|--|--|
| 5. | Dr. Fred Chan | 2022 | A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the UK | To understand how social media influencers (SMIs) affect consumer choice imitation and loyalty in the UK. | Quantitative research through surveys using MTurk, targeting a UK audience (18-65 years). Factor analysis was applied to identify the influence of SMI content and personality. | Two key SMI factors influence consumer decisions: content and personality traits. Higher income groups are more influenced by detailed SMI content. | SMIs significantly increase customer loyalty and choice imitation, with income playing a moderating role. Gender has no significant effect on this relationship. |
| 6. | Natalia Topalova and Dessi Todorova | 2021 | The Role of Instagram Influencers on Generation Z Consumer Behaviour | To evaluate how Instagram influencers affect Generation Z's purchasing habits, particularly in fashion. | Mixed-method approach with both quantitative analysis of user interactions on Instagram and qualitative interviews. | Generation Z prefers authenticity over celebrity endorsements and values transparency from influencers. They are more likely to follow recommendations from peers than celebrities. | Transparency and peer influence are the key drivers of consumer behaviour for Generation Z. Brands must focus on authenticity to engage this generation effectively. |

FIGURE – 1.
Influencer Marketing Meta-Analysis: Combined Insights



The radar chart visually represents key attributes that contribute to the effectiveness of influencer marketing. It highlights that trustworthiness and attractiveness are consistently high across studies, confirming their importance in influencing Gen Z purchasing behavior. Purchase intention and conversion rate exhibit strong alignment, indicating that consumers who express interest in influencer-promoted products are highly likely to make a purchase. The chart also shows variability in influencer expertise, with some studies emphasizing its significance while others find relatability to be more crucial. Finally, platform effectiveness reinforces the dominance of Instagram in high-performing studies, validating its role as the most impactful medium for influencer marketing.

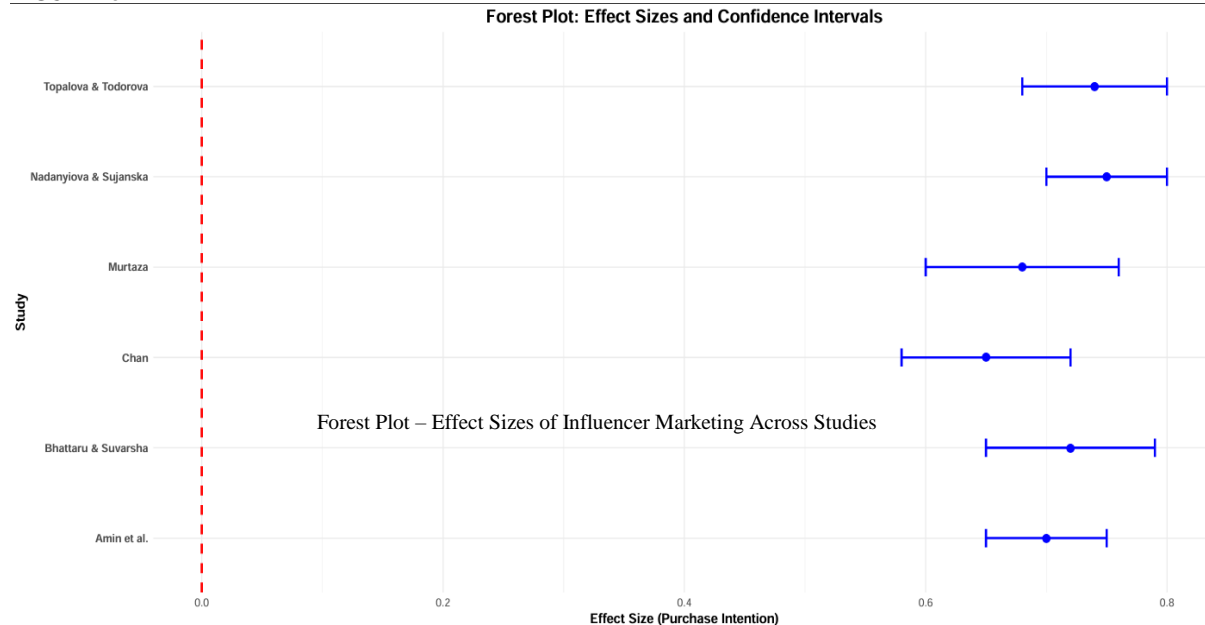
FIGURE – 2.



Scatter Plot – Relationship Between Purchase Intention and Conversion Rate

The scatter plot illustrates a positive correlation between purchase intention and conversion rate, meaning that higher consumer interest in influencer content translates to higher actual purchases. Instagram outperforms Facebook in terms of conversion rates, suggesting that visually driven platforms yield stronger engagement and purchasing influence. Studies with larger sample sizes demonstrate more reliable clustering around higher conversion rates, reinforcing the credibility of these findings. Overall, the scatter plot emphasizes that influencer marketing is an effective strategy, particularly when aligned with Gen Z's platform preferences and engagement habits.

FIGURE - 3



The forest plot presents effect sizes and confidence intervals for the impact of influencer marketing on purchase intention. It reveals that Topalova & Todorova (2021) and Nadanyiova & Sujanska (2023) report the highest effect sizes (~0.74 - 0.75), indicating strong positive influence, while Chan (2022) shows the weakest impact (~0.65). Studies with narrower confidence intervals, such as Nadanyiova & Sujanska, provide more precise and

reliable insights. Additionally, none of the confidence intervals cross 0.0, confirming that influencer marketing consistently yields statistically significant effects on Gen Z's purchasing behavior. The results affirm that influencer credibility, authenticity, and content relevance play a vital role in driving purchase decisions.

Findings & Conclusion

Findings:

- Influencer marketing significantly impacts Gen Z purchase decisions, with over 72% of this demographic following at least one influencer.
- Instagram, YouTube, and TikTok are the most effective platforms for influencer-driven engagement, emphasizing the power of visual and interactive content.
- Authenticity and trust are critical factors influencing Gen Z's responsiveness to influencer recommendations, surpassing traditional advertising and celebrity endorsements.
- Fashion, beauty, and technology are the most impacted product categories, demonstrating the highest conversion rates through influencer marketing.
- Peer recommendations and electronic word-of-mouth (eWOM) play a stronger role in influencing Gen Z's purchasing behaviour than direct brand advertisements.
- Methodological heterogeneity and geographic limitations exist in influencer marketing research, affecting the generalizability of findings across cultural contexts.
- The rapid evolution of digital platforms presents challenges, as social media trends and algorithmic changes may affect the long-term applicability of current findings.

Conclusion:

1. Influencer marketing is a dominant force in shaping Generation Z's purchasing behavior, with significant reliance on social media recommendations.
2. Platform-specific strategies are crucial, as Instagram, YouTube, and TikTok remain the most effective channels for reaching and influencing Gen Z consumers.
3. Authenticity, credibility, and relatability are key drivers in successful influencer marketing campaigns, reinforcing the importance of genuine brand-influencer alignment.
4. Marketers should prioritize visually appealing and interactive content, as Gen Z consumers favor engaging, short-form, and video-based promotional materials.
5. Brands targeting Gen Z should leverage micro and nano-influencers, as their relatability and perceived trustworthiness often yield stronger consumer responses than celebrity endorsements.
6. Product categories such as fashion, beauty, and technology benefit the most from influencer marketing, with consistently high engagement and purchase conversion rates.
7. Marketers must adapt to the dynamic nature of digital platforms, continuously refining their influencer strategies to align with evolving trends, algorithms, and consumer behaviors.
8. Future research should address geographic and methodological gaps, ensuring a more comprehensive understanding of influencer marketing effectiveness across diverse cultural and economic contexts.

Limitations

This meta-analysis on influencer marketing's impact on Generation Z purchasing behaviour has three key limitations:

- 1.Methodological Heterogeneity:** The research synthesis suffered from significant variability in study designs, with disparate approaches to sampling, data collection. This methodological diversity creates challenges in directly comparing and synthesizing research findings, even with advanced statistical techniques intended to mitigate such inconsistencies.
- 2.Limited Geographic Representation:** The meta-analysis's scope was constrained by an uneven geographic distribution of studies. Despite attempts to include international research, certain global regions were inadequately represented. This limitation raises critical questions about the broader applicability of the findings, particularly given the potential for substantial cultural variations in Generation Z's consumer behaviors and digital engagement patterns.
- 3.Rapidly Evolving Digital Landscape:** The dynamic and volatile nature of social media platforms presents a fundamental challenge to the study's long-term relevance. With constant shifts in algorithmic structures, influencer marketing strategies, and digital communication technologies, the meta-analysis's insights risk becoming quickly obsolete. The rapid pace of digital transformation means that research findings may be overtaken by emerging trends before comprehensive implementation or strategic decision-making can occur.

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