


# Chapter 5


## Decoding the Impact of Influencers on Q-Commerce Purchase Decision of Gen Z

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### ABSTRACT

*Influencer marketing, a growing trend in the digital age, significantly impacts the q-commerce landscape in these modern times. The present paper highlights the role of an influencer's credible, relatable opinion during the online purchase of goods or services by (Gen Z) consumers who make decisions through characteristics like authenticity, transparency and relatability. The influencers for this generation are family, friends, co-workers, social media influencers, celebrities. Using the modified theory of planned behaviour (TPB), this paper considers individual and social factors that shape purchase decisions. A structured questionnaire was developed and*

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*through convenience sampling, data was collected from 422 Gen Z participants who were online shoppers and made their own purchasing choices. The findings show that the influence of friends, co-workers and social media influencers or celebrities significantly impact Gen Z buying behaviour and family has some influence. Online communities do influence them.*

## **1. INTRODUCTION**

Across industries, influencer marketing has emerged as a growing trend in the digital age. New consumers consider social and cultural factors, along with word of mouth and references from existing consumers, to choose the best possible product or service options available in the market (Kemp et al., 2019). Cultural influences of values, beliefs, norms, and customs of individuals or families interact with psychological, economic, and demographic determinants in choosing the right product and service preferences, as well as purchasing decisions in various consumer markets (Roszkowska-Hołosz, 2013). On the other hand, social influencers provide credible information to impact purchase decisions. Such influence groups can include internal or external individuals or groups, such as family members, friends, co-workers, and social networks (Bravo et al., 2006).

In the current scenario, there is an abundance of choice, or choice overload, for consumers. Marketers are putting considerable effort into influencing family buying decisions through Generation Z (Gen Z). This generation comprises individuals who were born between 1995 and the early 2010s. They are true digital natives, having grown up with the internet, social media, mobile systems, and technological inventions (Francis & Hoefel, 2018). They are realistic and seek the truth behind all occurrences. This generation excels at gathering and cross-checking numerous information sources while seamlessly blending virtual and real-life experiences. Trustworthy influence groups serve as important sources of information, aiding them in their purchases. Thus, Gen Z and their impact on product consumption are of utmost importance for modern marketers and q-commerce buying, which is widely prevalent among this generation. Q-commerce platforms have become essential channels for transactions, and influencers play a pivotal role in connecting brands with their target audience. Friends and family influence online purchase behavior for Gen Z, where perceived expertise and social identity are considered deciding factors (Goldberg & Kotze, 2022). The purpose of this study is to understand the impact of influencers on Generation Z (Gen Z) in the online environment. The study focused on the factors affecting Gen Z consumer buying behavior. The objective of this study is to identify the factors influencing online q-commerce purchasing

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