

Impact of Social Media Influencers on Consumer Purchasing Decisions: A Case of Generation Z in Nepal

Snehee Khanal and Sumit Pradhan*

Abstract

This study examines the impact of social media influencers on consumer purchasing decisions: A case of generation Z in Nepal. Consumer buying behavior is the dependent variable. The selected independent variables are popularity, engagement level, information content, endorsement frequency, and relatedness. The primary source of data is used to assess the opinions of respondents regarding popularity, engagement level, information content, endorsement frequency, relatedness, and consumer buying behavior. The study is based on primary data of 126 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of social media influencers on consumer buying behavior.

The study showed a positive impact of popularity on consumer buying behavior. It indicates that popularity of social media influencers leads to increase in consumer buying behavior. Similarly, the study showed a positive impact of engagement level on consumer buying behavior. It indicates that higher the engagement level of social media influencers, higher would be the consumer buying behavior. Likewise, the study also revealed a positive impact of information content on consumer buying behavior. It indicates that quality information content leads to increase in consumer buying behavior. Further, the study observed a positive impact of endorsement frequency on consumer buying behavior. It indicates that higher the endorsement frequency, higher would be the consumer buying behavior. In addition, the study observed a positive impact of relatedness on consumer buying behavior. It indicates that higher the desire to feel loved and connected to others, higher would be the consumer buying behavior.

Keywords: popularity, engagement level, information content, endorsement frequency, relatedness, consumer buying behavior

1. Introduction

Social media is now a significant part of how people communicate in most walks of life, as well as how work is completed from corporations to government. Consumers are increasingly using social media to gather information on which to base their decisions. Chen (2023) explained that influencer marketing is a type of social media marketing strategy that involves leveraging endorsements and product mentions from individuals who have a dedicated social following and are viewed as experts within their niche audience. According to Conick (2018), the goal of influencer marketing is to engage in honest and authentic communication with potential customers. In most cases, businesses and influencers communicate in different ways. When the influencer communicates with their audience, the speech is informal and unstructured, similar to a friendly conversation. When brands communicate with consumers, on the other hand, they are more likely to use a more structured and formal speech. Giving the influencer creative control is a better way for brands to appeal to an influencer's audience (Conick, 2018). Compared to celebrity endorsement promotion strategy, the use of social media influencers are regarded as more credible, trustworthy and knowledgeable due to their amiability in building rapport with consumers (Berger *et al.*, 2016). Gen Z refers to young people born after 1995 (Lanier, 2017). Arilaha *et al.* (2021) found that Gen Z customers dominate online shopping. Social media and online influencers have become powerful

* Ms. Khanal is a Freelance Researcher, Kathmandu, Nepal and Mr. Pradhan is the Research Faculty, Uniglobe College (Pokhara University affiliate), Kathmandu, Nepal.

marketing media and are used to replace traditional marketing methods that are losing their effectiveness (Schivinski and Dabrowski, 2016).

Chetioui *et al.* (2020) investigated the impact of fashion influencers' contribution on consumers' purchase intention. The study illustrated that attitudes toward FIs positively impact on brand attitude and consumer purchase intention. Similarly, Lim *et al.* (2017) explored the impact of social media influencers on purchase intention and the mediation effect of consumer attitude. The study indicated a positive relationship between meaning transfer from social media influencers and consumer attitudes and purchase intentions. However, the study revealed that the source credibility of social media influencers have an insignificant relationship with attitudes and purchase intentions. Furthermore, Erkan and Evans (2016) examined the influence of e-WOM in social media on consumers' purchase intentions: An extended approach to information adoption. The study found that influencers integrate a more detailed description of their experience with the product to influence their followers on the purchase decision-making process. Similarly, Khan *et al.* (2022) assessed the role of influencers in digital marketing. The study indicated that para-social relationship of social media users with the social media influencers enhances the consumers' purchase intention and increases the EWOM (electronic word of mouth) between the social media users.

Ki *et al.* (2020) examined the social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. The study revealed that SMIs' personas (i.e., inspiration, enjoy ability, and similarity) and content duration abilities (i.e., informativeness) affected followers to perceive the SMIs as human brands who fulfill their needs for ideality, relatedness, and competence all of which resulted in an intense attachment to SMIs. Similarly, Sharipudin *et al.* (2023) analyzed the influence of social media influencer (SMI) and social influence on purchase intention among young consumers. The study revealed that social media influencer and social influence have positive impact on consumer buying behavior. Furthermore, Jimenez-Castillo and Sanchez-Fernandez (2019) investigated the role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. The study revealed that perceived influential power of digital influencers not only helps to generate engagement but also increases expected value and behavioral intention regarding the recommended brands that affect the intention to purchase recommended brands. Similarly, Yaacob *et al.* (2021) examined the role of online consumer review, social media advertisement and influencer endorsement on purchase intention of fashion apparel during Covid-19. The study revealed that online consumer review, social media advertisement, and influencer endorsement have a positive and significant correlation with online purchase intention of fashion apparel during pandemic.

Nam and Dan (2018) examined the impact of influencer marketing on social media towards purchase intention of consumers. The study revealed that consumers tend to trust influencers strongly and the consumer's purchasing intention is significantly impacted by four factors including the trust of influencers, the quality of content, the relevance between influencer and product, and the involvement of consumers. The study also showed that the trust of influencers is a key component of influencer marketing. Erwin *et al.* (2023) analyzed the influence of social media influencers on Generation Z consumer behavior in Indonesia. The study revealed that social media influencers significantly influence purchasing decisions, with 85% of participants acknowledging their impact. The study also revealed a strong positive correlations between sponsored content, consumer behavior, and influencer

engagement. Pham *et al.* (2021) assessed the impact of influencers on generation Z in the online environment. The study confirmed that the components of influencer credibility have a positive impact on Gen Z's purchasing behaviors under the mediated influence of argument quality, perceived usefulness, and social influence. The study also revealed that attractiveness plays the most important role in the perceived usefulness and social influence of Gen Z customers, while influencers' expertise has the strongest impact on argument quality delivered to customers.

Widyanto and Agusti (2020) examined the influence of social media advertising conducted by beauty influencers in the purchase intention of generation Z. The results of this study showed that only two independent variables associated with the beauty influencer, namely, attractiveness and persuasive capabilities yielded a significantly positive influence toward purchase intention. Similarly, Santiago and Castelo (2020) explored the effect of influencer marketing on Instagram users. The study showed that consumers today attain product-related information on social media, especially by searching for product recommendation postings by influencers. Pinto and Paramita (2021) investigated the effect of influencers on brand loyalty of Generation Z with purchase intention as a mediating variable. The results showed that social media influencers can influence generation Z brand loyalty and purchase intentions are able to mediate social media influencers and generation Z brand loyalty. Ashraf *et al.* (2023) investigated the effect of T-SMIs on fostering parasocial relationships (PSRs) with followers based on fairness dimensions and source credibility dimensions. The study showed that qualities like attractiveness, expertise, trustworthiness, similarity, interpersonal skills, procedural fairness, and providing fair information are all positively linked to building a strong relationship with followers.

In the context of Nepal, Upadhyay and Niroula (2022) analyzed the influence of celebrity endorsement on buying behavior of people in Nepal. The study revealed that customers' tastes for celebrity endorsers vary, and only a specific type of celebrity endorser can influence the purchasing decisions. Similarly, Ojha (2022) examined the moderating effect of celebrity endorsement on the relationship between different media advertisements and consumer purchase intention. The study showed that advertisements is positively and significantly associated with purchase intention. The study also showed that the presence of celebrity endorsements in different media advertisements enhances and modifies the relationship between different media advertisements and purchase intention towards cosmetic products.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of social media influencers on consumer purchasing decisions: A case of generation Z. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of social media influencers on consumer purchasing decisions: A case of generation Z in Nepal. Specifically, it examines the relationship of popularity, engagement level, information content, endorsement frequency, and relatedness with social media influencers on consumer purchasing decisions: A case of generation Z in Nepal.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section

draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 126 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on popularity, engagement level, information content, endorsement frequency, relatedness, and consumer buying behavior. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that consumer buying behavior depends upon social media influencers. The dependent variable selected for the study is consumer buying behavior. Similarly, the selected independent variables are popularity, engagement level, information content, endorsement frequency, and relatedness. Therefore, the model takes the following form:

Consumer buying behavior = f (popularity, engagement level, information content, endorsement frequency, and relatedness)

More specifically,

$$\text{CBB} = \beta_0 + \beta_1 P + \beta_2 \text{EL} + \beta_3 \text{IC} + \beta_4 \text{EF} + \beta_5 R + e$$

Where,

CBB = Consumer Buying Behavior

P = Popularity

EL = Engagement Level

IC = Information Content

EF = Endorsement Frequency

R = Relatedness

Consumer buying behavior was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "I have followed a recommendation from an influencer and tried a brand", "When I see an influencer wearing or using a specific item of my interest, it makes me want to buy that product" and so on. The reliability of the items was measured by computing Cronbach's alpha ($\alpha = .872$).

Popularity was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "I easily believe the influencers if they have many followers", "I don't rely on the product endorsement if the endorsement posts have very few likes" and so on. The reliability of the items was measured by computing Cronbach's alpha ($\alpha = .839$).

Engagement level was measured by using a 5-point Likert scale where the

respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I get excited when I see frequent posts from my favorite Influencers”, “I seek out frequent contests and giveaways relating to the product/service/brand.” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = .823$).

Information content was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “When evaluating an influencer’s content, I prioritize reliable and valid information to make purchasing decisions”, “I dislike when influencers use misleading information to click bait” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = .798$).

Endorsement frequency was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I am influenced by Influencers who frequently promote different items”, “I tend to be influenced by product endorsements from when they are seen frequently across different platforms” and so on. The reliability of the items was measured by computing Cronbach’s alpha ($\alpha = .825$).

Relatedness was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I prefer to purchase products endorsed by influencers who share similar interests and lifestyles as mine”, “Influencers I follow inspire me to be the better version of myself” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = .849$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Popularity

Popularity refers to the degree of recognition, visibility, and appeal that a social media influencer has among their audience. It refers to an influencer’s influence in a community in terms of things like recognition and authority (Khan and Daud, 2017). It encompasses factors such as the size of the influencer’s following, their level of engagement with their audience, and their overall prominence within their niche or industry. Nunes *et al.* (2017) concluded that influencer popularity encourages consumers to make purchasing decisions based on the recommendations provided by the consumers. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between popularity and consumer buying behavior.

Engagement level

Engagement level refers to the degree of interaction, involvement, and connection between a social media influencer and their audience. It can also be understood as the general tendency of a member to engage in an online environment with persons they have never met in person is known as engagement. Saima and Khan (2020) stated that influencers who are more active are said to have more positive impact on buying behavior of consumers than influencers who are less active. According to Nurhandayani *et al.* (2019), influencers

who are consistent with their blog posting significantly influence consumer buying decision. Further, Yadav and Rahman (2017) concluded that when consumers perceive a high level of engagement with an influencer's content, consumers are more likely to trust the influencer's recommendations and feel a stronger connection to the products or services being endorsed. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between engagement level and consumer buying behavior.

Information content

Information content refers to the quality, relevance, and depth of the information provided by a social media influencer in their content. It includes the extent to which the influencer educates, informs, and provides valuable insights about products or services they endorse. According to Nunes *et al.* (2017) when the content presented is credible, has high-quality arguments, and comes from a credible source it significantly accelerates consumer purchasing decisions. Furthermore, Uzunoglu and Kip (2014) stated that influencers who provide valuable and trustworthy information content establish credibility and trust with their audience, leading to increased engagement and influence over consumer buying behavior. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between information content and consumer buying behavior.

Endorsement frequency

Endorsement frequency refers to the regularity or frequency with which a social media influencer promotes or endorses products or services to their audience. It indicates how often the influencer features sponsored content, product recommendations, or endorsements within their social media posts, videos, or other forms of content. This can range from occasional mentions to frequent and consistent promotion of multiple products or brands within a given time period. Lisichkova and Othman (2017) concluded that when consumers see repeated endorsements from an influencer they follow and trust, it can lead to heightened brand awareness, familiarity, and consideration for the endorsed products or services. According to Saima and Khan (2020), consumers perceive products or services endorsed with higher frequency as more popular, reliable, and desirable, which can positively impact their purchasing decisions. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between endorsement frequency and consumer buying behavior.

Relatedness

According to Martensen *et al.* (2018) relatedness is recognized as the resemblance between a sender and a receiver. Relatedness refers to the degree of relevance and alignment between a social media influencer's content and the interests, preferences, and needs of their audience. According to Hoffner and Buchanan (2005), when followers identify themselves to the influencer, perceive to have many things in common with the influencer and have the desire to be like the influencer then it leads to positive influence in their purchasing decisions. Further, Kamins *et al.* (1989) stated that when consumers believe that they share some interests, values, or characteristics with an influencer; they are more likely to implement their beliefs, attitudes, and behaviors leading to positive influence in their buying behavior.

According to Kelman (2006), when consumers perceive content as relevant and relatable to their own lives and experiences, they are more likely to engage with the content, trust the influencer’s recommendations, and consider purchasing the products or services endorsed by the influencer. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between relatedness and consumer buying behavior.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall’s Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficients matrix

This table presents Kendall’s Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 126 observations. The dependent variable is CBB (Consumer buying behavior). The independent variables are P (Popularity), EL (Engagement level), IC (Information content), EF (Endorsement frequency), and R (Relatedness).

Variable	Mean	S.D.	CBB	P	EL	IC	EF	R
CBB	1.928	0.751	1					
P	1.869	0.708	0.480**	1				
EL	1.930	0.798	0.505**	0.558**	1			
IC	1.803	0.651	0.568**	0.361**	0.558**	1		
EF	1.909	0.715	0.481**	0.468**	0.530**	0.630**	1	
R	1.968	0.834	0.456**	0.438**	0.490**	0.568**	0.574**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall’s Tau correlation coefficients of dependent and independent variables. The study shows that popularity is positively correlated to consumer buying behavior. It indicates that popularity of social media influencers leads to increase in consumer buying behavior. Similarly, engagement level is positively correlated to consumer buying behavior. It indicates that higher the engagement level of social media influencers, higher would be the consumer buying behavior. Likewise, information content is positively correlated to consumer buying behavior. It indicates that quality information content leads to increase in consumer buying behavior. Further, endorsement frequency is also positively correlated to consumer buying behavior. It indicates that higher the endorsement frequency, higher would be the consumer buying behavior. In addition, relatedness is positively correlated to consumer buying behavior. It indicates that higher the desire to feel loved and connected to others, higher would be the consumer buying behavior.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of popularity, engagement level, information content, endorsement

frequency, and relatedness on consumer buying behavior.

Table 2

Estimated regression results of popularity, engagement level, information content, endorsement frequency, and relatedness on consumer buying behavior

The results are based on 126 observations using linear regression model. The model is $CBB = \beta_0 + \beta_1 P + \beta_2 EL + \beta_3 IC + \beta_4 EF + \beta_5 R + e$ where the dependent variable is CBB (Consumer buying behavior). The independent variables are P (Popularity), EL (Engagement level), IC (Information content), EF (Endorsement frequency), and R (relatedness).

Model	Intercept	Regression coefficients of					Adj. R _{bar} ²	SEE	F-value
		P	EL	IC	EF	R			
1	0.520 (4.150)**	0.672 (9.875)**					0.451	0.436	73.533
2	0.517 (3.516)**		0.68 (9.976)**				0.435	0.510	99.517
3	0.704 (6.232)**			0.523 (9.171)**			0.402	0.519	149.741
4	0.858 (6.966)**				0.461 (7.940)**		0.331	0.548	142.559
5	0.749 (5.715)**					0.470 (6.518)**	0.243	0.575	113.874
6	0.347 (2.739)**	0.396 (4.556)**	0.301 (3.236)**				0.459	0.482	73.533
7	0.223 (1.069)	0.382 (3.970)**	0.185 (1.215)	0.255 (4.073)**			0.512	0.463	52.148
8	0.193 (1.409)	0.243 (3.755)**	0.172 (1.503)	0.233 (3.481)**	0.181 (1.623)		0.554	0.440	49.84
9	0.143 (1.709)	0.243 (3.755)**	0.192 (1.503)	0.233 (3.481)**	0.181 (1.623)	0.067 (1.058)	0.563	0.438	44.703

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- Consumer buying behavior is dependent variable.

Table 2 shows that the beta coefficients for popularity are positive with consumer buying behavior. It indicates that popularity has a positive impact on consumer buying behavior. This finding is consistent with the findings of (Khan and Daud, 2017). Similarly, the beta coefficients for engagement level are positive with consumer buying behavior. It indicates that engagement level has a positive impact on consumer buying behavior. This finding is consistent with the findings of Saima and Khan (2020). In addition, the beta coefficients for information content are positive with consumer buying behavior. It indicates that information content has a positive impact on consumer buying behavior. This finding is consistent with the findings of Uzunoglu and Kip (2014). Further, the beta coefficients for endorsement frequency are positive with consumer buying behavior. It indicates that endorsement frequency has a positive impact on consumer buying behavior. This finding is consistent with the findings of Lisichkova and Othman (2017). Moreover, the beta coefficients for relatedness are positive with consumer buying behavior. It indicates that relatedness has a positive impact on consumer buying behavior. This finding is consistent with the findings of Martensen *et al.* (2018).

4. Summary and conclusion

Social media is now a significant part of how people communicate in most walks of life, as well as how work is completed from corporations to government. Social media

allows you to do at least four important things; discover new ideas and trends, connect with existing and new audiences in deeper ways, bring attention and traffic to work and build, craft and enhance the brand. Consumers are increasingly using social media to gather information on which to base their decisions. Some marketers recognized the benefits of shifting from traditional to online media advertising. As a result, investment in social media tools, particularly influencer marketing, has increased.

This study attempts to examine the impact of social media influencers on consumer purchasing decisions: A case of Generation Z in Nepal. The study is based on primary data of 126 respondents.

The major conclusion of the study is that popularity, engagement level, information content, endorsement frequency and relatedness have positive impact on consumer buying behavior of Gen-Z in Nepal. It indicates that higher the popularity, engagement level, information content, endorsement frequency and relatedness, higher would be the consumer buying behavior. The study also concludes that engagement level is most significant factor followed by popularity and information content that determines the consumer buying behavior in case of Gen-Z in Nepal.

References

- Arilaha, M. A., J. Fahri, and I. Buamonabot, 2021. Customer perception of e-service quality: An empirical study in Indonesia. *The Journal of Asian Finance, Economics and Business* 8(6), 287-295.
- Ashraf, A., I. Hameed, and S. A. Saeed, 2023. How do social media influencers inspire consumers' purchase decisions? The mediating role of parasocial relationships. *International Journal of Consumer Studies* 47(4), 1416-1433.
- Berger, J., and C. Heath, 2008. Who drives divergence? Identity signaling, out-group dissimilarity, and the abandonment of cultural tastes. *Journal of Personality and Social Psychology* 95(3), 593-607.
- Chen, Y., 2023. Influencer marketing. *Open Journal of Business and Management* 11(5), 2310-2320.
- Chetoui, Y., H. Benlafqih, and H. Lebdaoui, 2020. How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal* 24(3), 361-380.
- Conick, H., 2018. How to win friends and influence millions: the rules of influencer marketing. *Marketing News* 52(7), 36-45.
- Erkan, I., and C. Evans, 2016. The influence of e-WOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior* 61(2), 47-55.
- Erwin, E., S. J. Saununu, and A. Y. Rukmana, 2023. The influence of social media influencers on generation z consumer behavior in Indonesia. *West Science Interdisciplinary Studies* 1(10), 1028-1038.
- Hoffner, C., and M. Buchanan. 2005. Young adults' wishful identification with television characters: the role of perceived similarity and character attributes. *Media Psychology* 7 (4), 325-351.
- Jimenez-Castillo, D., and R. Sanchez-Fernandez, 2019. The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase

- intention. *International Journal of Information Management* 49(6), 366-376.
- Kamins, M. A., M. J., Brand, and J. C. Hoeke, 1989. Two-sided versus one-sided celebrity endorsements: the impact on advertising effectiveness and credibility. *Journal of Advertising* 18(2), 4-10
- Kelman, H. C., 2006. Interests, relationships, identities: Three central issues for individuals and groups in negotiating their social environment. *Annual Review of Psychology* 57(1), 1-26.
- Khan, H. U., and A. Daud, 2017. Finding the top influential bloggers based on productivity and popularity features. *New Review of Hypermedia and Multimedia* 23(3), 189-206
- Khan, S., I. Zaman, M. I. Khan, and Z. Musleha, 2022. Role of Influencers in Digital Marketing: The moderating impact of follower's interaction. *Gmjacs* 12(1), 15-43.
- Lanier, K., 2017. Things HR professionals need to know about generation Z: thought leaders share their views on the HR profession and its direction for the future. *Strategic HR Review* 16(6), 288-290
- Lim, X. J., A. M. Radzol, J. Cheah, and M. W. Wong, 2017. The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research* 7(2), 19-36.
- Lisichkova, N., and Z. Othman, 2017. The impact of influencers on online purchase intent. *In E-Commerce* 2(3), 87-94.
- Martensen, A., S. Brockenhuus-Schack, and Z. A. Lauritsen, 2018. How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management* 22(3), 335-353.
- Nam, L. G., and H. T. Dan, 2018. Impact of social media influencer marketing on consumers at Ho Chi Minh City. *The International Journal of Social Sciences and Humanities Invention* 5(5), 4710-4714.
- Nunes, R. H., J. B. Ferreira, A. S. Freitas, and F. L. Ramos, 2018. The effects of social media opinion leaders' recommendations on followers' intention to buy. *Revista Brasileira de Gestão de Negócios* 20(1), 57-73.
- Nurhandayani, A., R. Syarief, and M. Najib, 2019. The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen* 17(4), 650-661.
- Ojha, G., 2022. Moderating effect of celebrity endorsements on media advertisements and purchase intention towards cosmetic products in Kathmandu Valley. *Journal of Business and Management* 6(01), 46-63.
- Pham, M., T. Y. Dang, T. H. Y. Hoang, T. T. N. Tran, and T. H. Q. Ngo, 2021. The effects of online social influencers on purchasing behavior of generation Z: An empirical study in Vietnam. *The Journal of Asian Finance, Economics and Business* 8(11), 179-190.
- Pinto, P. A., and E. L. Paramita, 2021. Social media influencer and brand loyalty on generation Z: the mediating effect of purchase intention. *Diponegoro International Journal of Business* 4(2), 105-115.
- Saima, A., and M. A. Khan, 2020. Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management* 27(4), 503-523.
- Santiago, J. K., and I. M. Castelo, 2020. Digital influencers: An exploratory study of the influencer marketing campaign process on Instagram. *Online Journal of Applied Knowledge Management* 8(2), 31-52.

- Schivinski, B., and D. Dabrowski, 2016. The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications* 22(2), 189-214.
- Sharipudin, M. S. N., N. A. Abdullah, K. W. Foo, N. Hassim, Z. Tóth, and T. J. Chan, 2023. The influence of social media influencer (SMI) and social influence on purchase intention among young consumers. *Journal of Media and Communication Research* 1(1), 1-13.
- Upadhyay, J. P., and B. Niroula, 2022. Influence of celebrity endorsement on the buying behavior of Nepal. *NCC Journal* 7(1), 41-46.
- Uzunoglu, E., and S. M. Kip, 2014. Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management* 34(5), 592-602.
- Widyanto, H. A., and C. R. Agusti, 2020. Beauty influencer in the digital age: How does it influence purchase intention of generation Z? *Jurnal Manajemen dan Pemasaran Jasa* 13(1), 1-16.
- Yaacob, A., J. L. Gan, and S. Yusuf, 2021. The role of online consumer review, social media advertisement and influencer endorsement on purchase intention of fashion apparel during Covid-19. *Journal of Content, Community and Communication* 14(8), 17-33.
- Yadav, M., and Z. Rahman, 2017. Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development and validation. *Telematics and Informatics* 34(7), 1294-1307.