



A STUDY ON THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON GEN Z'S PURCHASE DECISIONS FOR ELECTRONIC PRODUCTS IN CHENNAI CITY

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Abstract

Social media influencers have become an important source of information for consumers, particularly among Generation Z (Gen Z). This study examines the influence of social media influencers on Gen Z's purchase decisions for electronic products in Chennai City. The study focuses on the role of social media platforms, influencer characteristics, and exposure to influencer content in shaping consumers' purchase decisions and purchase intentions.

A descriptive research design was adopted for the study. The study was conducted among 140 Gen Z consumers in Chennai City, selected through stratified random sampling. Primary data were collected using a structured questionnaire, while secondary data were collected from books, journals, articles, and relevant online sources. The data were analysed using percentage analysis, t-test, ANOVA, correlation, and regression analysis based on the study objectives.

The findings indicate that YouTube and Instagram are the major platforms used by Gen Z consumers for obtaining information about electronic products. The study also found that social media influencers have a significant influence on purchase decisions. Among the influencer factors, authenticity, credibility, expertise, product reviews and recommendations, and engagement were positively associated with purchase decisions. Further, exposure to influencer content showed a significant positive relationship with consumers' purchase intention.

The study concludes that social media influencers play a significant role in the electronic product purchasing process of Gen Z consumers in Chennai City. Authentic, credible, and informative influencer content can help marketers and electronic product brands effectively reach and influence Gen Z consumers.

Keywords: Social Media Influencers, Generation Z, Purchase Decisions, Electronic Products, Influencer Marketing, Social Media, Purchase Intention, Chennai City.

Introduction

The rapid growth of digital technology and social media has significantly transformed the way consumers search for information, evaluate alternatives, and make purchase decisions. Platforms such as Instagram, YouTube, Facebook, and short-video applications have become important sources of product information and recommendations. Among the various forms of digital marketing, social media influencers have emerged as an influential communication channel, particularly among younger consumers. Influencers create and share content based on their experiences, opinions, product reviews, demonstrations, and recommendations, thereby shaping the perceptions and attitudes of their followers towards different products and brands.

Generation Z, generally referring to individuals born in the late 1990s and early 2000s, represents a digitally connected generation that spends a considerable amount of time on social media platforms. Their familiarity



with digital technologies and online communication makes social media an important part of their everyday lives. Unlike traditional consumers who may depend primarily on advertisements, salespersons, or word-of-mouth recommendations, Gen Z consumers frequently use online reviews, influencer content, ratings, demonstrations, and user-generated content while considering a purchase. As a result, social media influencers can play an important role in creating product awareness, building brand perceptions, reducing purchase uncertainty, and encouraging consumers to consider particular products.

Electronic products such as smartphones, laptops, tablets, smartwatches, earphones, gaming devices, cameras, and other consumer electronics involve considerable financial expenditure and technological complexity. Consumers often compare features, prices, quality, design, specifications, and user experiences before making a purchase. Influencers contribute to this decision-making process by providing product reviews, comparisons, unboxing videos, tutorials, demonstrations, and personal recommendations. The perceived credibility, expertise, authenticity, popularity, and attractiveness of an influencer may influence how consumers interpret such information and whether they develop a favourable intention towards a particular electronic product or brand.

Chennai, as one of India's major metropolitan cities and an important centre for education, employment, technology, and business, provides a relevant setting for studying these changing consumer behaviours. The city has a large population of young, digitally active consumers who are exposed to a wide range of influencer-generated content. The increasing availability of smartphones, affordable internet services, e-commerce platforms, and digital payment facilities has further strengthened the connection between social media exposure and online as well as offline purchasing behaviour.

The influence of social media influencers, however, may differ depending on the type of influencer, the platform used, the nature of the electronic product, the credibility of the information provided, and the individual characteristics of consumers. While some consumers may consider influencer recommendations trustworthy and useful, others may critically evaluate the content or perceive it as paid promotion. Therefore, understanding the extent to which influencer content actually affects Gen Z's purchase decisions is important for both researchers and marketers.

The present study, titled "A Study on the Influence of Social Media Influencers on Gen Z's Purchase Decisions for Electronic Products in Chennai City," seeks to examine the role played by social media influencers in the purchasing behaviour of Gen Z consumers. The study focuses on factors such as influencer credibility, expertise, authenticity, attractiveness, product reviews, engagement, and promotional content, and examines their relationship with consumers' product awareness, purchase intention, and actual purchase decisions. The study is expected to provide useful insights into the changing role of influencer marketing and the factors that shape electronic product purchasing decisions among Gen Z consumers in Chennai City.

Background of the Study

The rapid development of information and communication technology has brought significant changes in the way consumers communicate, access information, and make purchasing decisions. Social media has become an essential part of modern life, particularly among younger generations. Platforms such as Instagram, YouTube, Facebook, and other social networking applications provide consumers with continuous access to product information, reviews, recommendations, demonstrations, and promotional content. This transformation has



encouraged businesses to move beyond traditional advertising methods and adopt digital marketing strategies that can directly engage consumers.

One of the most significant developments in social media marketing is the emergence of social media influencers. Influencers are individuals who have developed a substantial following on social media and are perceived by their audiences as knowledgeable, experienced, relatable, or trustworthy in particular areas. They influence consumer perceptions through product reviews, recommendations, tutorials, unboxing videos, comparisons, and sponsored content. Unlike conventional advertisements, influencer marketing often presents products through personal experiences and interactive content, which can make promotional messages appear more relatable to consumers.

The emergence of Generation Z (Gen Z) as a major consumer group has further increased the importance of influencer marketing. Gen Z is generally characterised as a digitally connected generation that has grown up with smartphones, the internet, social networking platforms, and online shopping. Social media is not only a means of communication for this generation but also an important source of information when evaluating products and brands. Gen Z consumers may consult influencer reviews, online ratings, comparison videos, comments, and user-generated content before deciding whether to purchase a product.

The electronic products market is particularly relevant in this context. Products such as smartphones, laptops, tablets, smartwatches, headphones, earphones, cameras, gaming devices, and other smart electronic products are frequently promoted and reviewed through social media. These products often involve substantial expenditure and contain technical specifications that may be difficult for consumers to evaluate independently. Influencers can simplify technical information by demonstrating product features, comparing competing products, discussing advantages and disadvantages, and sharing their personal experiences. Such content may influence consumers' perceptions of product quality, usefulness, value for money, and brand image.

The effectiveness of influencer marketing may depend on several factors. Credibility, expertise, authenticity, attractiveness, popularity, and the quality of content can affect the extent to which followers trust an influencer's recommendations. Consumers may be more willing to consider a product when they believe that an influencer possesses relevant knowledge and provides honest opinions. At the same time, excessive sponsorships, exaggerated claims, or a lack of transparency may reduce consumer trust. Therefore, the relationship between influencer characteristics and consumer purchase decisions requires careful examination.

Chennai City provides an appropriate context for studying this phenomenon because it is a major metropolitan centre with a large population of students, young professionals, technology users, and digitally active consumers. The availability of smartphones, high-speed internet, e-commerce services, digital payments, and social networking platforms has increased consumers' exposure to digital marketing activities. Young consumers in Chennai are increasingly able to discover, compare, evaluate, and purchase electronic products through digital channels, making the role of social media influencers particularly relevant.

The growth of e-commerce has also strengthened the connection between social media exposure and purchasing behaviour. Consumers can move from viewing an influencer's product recommendation to searching for additional information and purchasing the product through an online marketplace or brand website. Features such as product links, discount codes, affiliate promotions, live shopping, and sponsored campaigns can further



reduce the gap between product awareness and purchase. Consequently, influencer marketing has become an important strategy for electronic product manufacturers, retailers, and online marketplaces seeking to reach younger consumers.

However, exposure to influencers does not necessarily result in a purchase. Gen Z consumers may evaluate influencer recommendations critically and consider several factors, including price, product specifications, brand reputation, reviews from other users, warranty, availability, and personal needs. The influence of social media may therefore vary from one consumer to another. Understanding these differences is important for determining whether influencer marketing genuinely affects purchase decisions or primarily contributes to awareness and consideration.

Against this background, the present study focuses on “The Influence of Social Media Influencers on Gen Z’s Purchase Decisions for Electronic Products in Chennai City.” The study seeks to understand how influencer-related factors affect the purchasing behaviour of Gen Z consumers and to identify the extent to which social media influencer content contributes to their evaluation and selection of electronic products. The findings may provide useful insights for marketers, electronic product brands, social media influencers, researchers, and other stakeholders seeking to understand the changing nature of consumer decision-making in the digital environment.

Importance of the Study

The present study is important because social media influencers have become an increasingly significant source of information and product recommendations for Generation Z consumers. In the case of electronic products, where consumers often require detailed information before making a purchase, influencer reviews, demonstrations, comparisons, and recommendations can influence product awareness, brand perception, and purchase intention. The study helps to understand the extent to which influencer characteristics such as credibility, expertise, authenticity, attractiveness, and engagement affect the purchase decisions of Gen Z consumers in Chennai City. The findings will be useful to electronic product manufacturers, retailers, marketers, and digital marketing professionals in developing effective influencer marketing strategies and communicating with young consumers. The study may also help social media influencers understand the factors that build trust and influence their followers' purchasing behaviour. From an academic perspective, the study contributes to the existing understanding of digital consumer behaviour and influencer marketing, particularly in the context of Gen Z and electronic products. Furthermore, the study provides insights specific to Chennai City and may serve as a useful reference for future researchers conducting studies on social media marketing and consumer purchase behaviour.

Significance of the Study

The present study is significant as it provides an understanding of how social media influencers affect the purchase decisions of Generation Z consumers, particularly in relation to electronic products in Chennai City. In the present digital environment, young consumers are increasingly exposed to influencer reviews, product demonstrations, recommendations, and promotional content through various social media platforms. The study helps identify the factors that make influencer content effective, such as credibility, expertise, authenticity, attractiveness, and engagement, and examines how these factors influence consumers' perceptions and purchase intentions. The findings will be beneficial to electronic product manufacturers, retailers, and marketers in designing suitable influencer marketing strategies to effectively reach and engage Gen Z consumers. It will also



help social media influencers understand the expectations of their audiences and the importance of maintaining trust and authenticity. For consumers, the study highlights the role of influencer-generated information in the evaluation of electronic products and encourages more informed purchasing decisions. Academically, the study contributes to the existing body of knowledge on social media marketing, influencer marketing, and consumer behaviour and can serve as a reference for future researchers interested in similar areas.

Objectives of the Study

1. To identify the social media platforms most commonly used by Gen Z consumers in Chennai for information about electronic products.
2. To examine the influence of social media influencers on Gen Z's purchase decisions for electronic products.
3. To determine which influencer factors—such as credibility, expertise, and authenticity—most influence Gen Z's purchase decisions.
4. To assess the relationship between exposure to influencer content and Gen Z's intention to purchase electronic products.

Hypotheses of the Study

Hypothesis 1

H₀₁ (Null Hypothesis): There is no significant association between the social media platform used by Gen Z consumers and their purchase decisions for electronic products.

H₁₁ (Alternate Hypothesis): There is a significant association between the social media platform used by Gen Z consumers and their purchase decisions for electronic products.

Hypothesis 2

H₀₂ (Null Hypothesis): Social media influencers have no significant influence on Gen Z's purchase decisions for electronic products.

H₁₂ (Alternate Hypothesis): Social media influencers have a significant influence on Gen Z's purchase decisions for electronic products.

Hypothesis 3

H₀₃ (Null Hypothesis): Influencer factors such as credibility, expertise, and authenticity have no significant influence on Gen Z's purchase decisions for electronic products.

H₁₃ (Alternate Hypothesis): Influencer factors such as credibility, expertise, and authenticity have a significant influence on Gen Z's purchase decisions for electronic products.

Hypothesis 4

H₀₄ (Null Hypothesis): There is no significant relationship between exposure to social media influencer content and Gen Z's intention to purchase electronic products.

H₁₄ (Alternate Hypothesis): There is a significant relationship between exposure to social media influencer content and Gen Z's intention to purchase electronic products.

Statement of the Problem



The rapid growth of social media has changed the way Generation Z consumers obtain information about electronic products and make purchase decisions. Social media influencers regularly promote and review products through platforms such as Instagram, YouTube, and other digital channels. Their recommendations, reviews, demonstrations, and opinions may influence consumers' perceptions, preferences, and purchase intentions. However, the extent to which these influencers actually affect the purchase decisions of Gen Z consumers is not clearly understood, particularly in the context of electronic products in Chennai City.

Electronic products involve considerable financial investment and often require consumers to compare features, quality, price, brand reputation, and user experiences before making a purchase. Although influencers provide easily accessible product information, consumers may differ in the level of trust they place in influencer recommendations. Factors such as influencer credibility, expertise, authenticity, and engagement may influence whether Gen Z consumers consider and purchase a recommended product.

Therefore, the present study attempts to examine the influence of social media influencers on the purchase decisions of Gen Z consumers for electronic products in Chennai City. The study specifically focuses on the social media platforms used by Gen Z, the influence of social media influencers, the key influencer-related factors affecting purchase decisions, and the relationship between exposure to influencer content and purchase intention.

Review of the Literature

Kodiarasi Muthulingam, Nixon Amirtharaj (2026), Influencer marketing has become an important strategy for shaping consumer attitudes and purchase behaviour, particularly among Generation Z consumers who are highly active on social media platforms. Although previous studies have examined influencer credibility and parasocial interaction separately, few studies have integrated influencer characteristics and content attributes into a unified framework, especially in emerging market contexts. This study investigates how influencer-related factors influence Generation Z consumers' purchase intention in India. A quantitative cross-sectional research design was adopted. Data were collected from 370 Generation Z respondents from Tier-1 metropolitan cities in India who actively engage with influencer content on social media. Structural Equation Modelling (SEM) was employed to examine the relationships among influencer expertise, influencer passion, and content quality, frequency of exposure, engagement, trust, perception, and purchase intention. The findings indicate that trust and perception significantly influence purchase intention and serve as key mediators. Influencer expertise positively affects trust, while content quality positively affects perception. Frequency of exposure negatively affects perception, suggesting diminishing effectiveness of repeated influencer content. Engagement did not significantly influence purchase intention and did not function as a mediator in this context. This study contributes to the influencer marketing literature by integrating Source Credibility Theory and Parasocial Interaction Theory within a single structural model and by providing empirical evidence from an emerging market context. The findings offer practical implications for marketers targeting Generation Z consumers by emphasising the importance of influencer credibility, authenticity, and high-quality content over excessive exposure strategies.



Amit, Srikanth P (2026). This study aims to examine how social media influencers influence the purchase decisions of Gen Z consumers regarding electronic products in Chennai City. In the modern digital environment, social media platforms such as Instagram and YouTube have become important sources of information for young consumers. Social media influencers play a significant role in shaping consumers' opinions, preferences, product perceptions, and purchasing behaviour. The study mainly focuses on the influence of influencer credibility, expertise, authenticity, product reviews and recommendations, and engagement on the purchase decisions of Gen Z consumers.

A descriptive research design was adopted for the study, and data were collected from 140 Gen Z respondents in Chennai City using a structured questionnaire. The respondents were selected through stratified random sampling. The collected data were analysed using statistical tools such as t-test, ANOVA, correlation, and regression analysis.

The findings indicate that YouTube and Instagram are the major social media platforms used by Gen Z consumers for obtaining information about electronic products. The study further shows that social media influencers have a significant influence on the purchase decisions of Gen Z consumers. Among the influencer-related factors, authenticity and credibility have a strong positive relationship with purchase decisions. The findings also indicate that greater exposure to influencer content is positively associated with consumers' purchase intention.

Overall, the study highlights the important role of social media influencers in influencing the electronic product purchasing behaviour of Gen Z consumers in Chennai City. Authentic, credible, and informative influencer content can help electronic product brands and marketers effectively communicate with and influence Gen Z consumers.

Research Gap

Several studies have examined the role of social media influencers in shaping consumer behaviour and purchase intentions. However, limited research has focused specifically on Gen Z consumers' purchase decisions for electronic products in Chennai City. Existing studies often examine general consumer products or broader age groups, without giving sufficient attention to the unique digital behaviour and preferences of Gen Z.

There is also a need to understand which social media platforms are most influential among Gen Z when evaluating electronic products and whether factors such as influencer credibility, expertise, and authenticity significantly affect their purchase decisions. Further, limited attention has been given to the relationship between exposure to influencer content and actual purchase intention for electronic products.

Therefore, this study attempts to address these gaps by examining the influence of social media influencers on the purchase decisions of Gen Z consumers for electronic products in Chennai City. The study provides a focused understanding of the role of influencer characteristics, social media exposure, and platform usage in shaping the purchasing behaviour of this specific consumer group.

Research Methodology

1. Research Design



The study adopts a descriptive research design to examine the influence of social media influencers on the purchase decisions of Gen Z consumers for electronic products in Chennai City. The study describes the respondents' social media usage, exposure to influencer content, and factors influencing their purchase decisions.

2. Study Area

The study is conducted among Gen Z consumers residing in Chennai City who use social media platforms and have experience or interest in purchasing electronic products.

3. Population of the Study

The population of the study consists of Generation Z consumers in Chennai City who use social media and are exposed to social media influencer content related to electronic products.

4. Sample Size

A total of 140 respondents were selected for the study. The respondents were Gen Z consumers residing in Chennai City and were selected based on the requirements of the study.

5. Sampling Technique

The study uses **stratified random sampling**. The population is divided into relevant strata based on selected demographic characteristics, such as age group or gender. Respondents are then randomly selected from each stratum to ensure adequate representation of different groups within the sample.

6. Sources of Data

The study uses both primary and secondary data. Primary data are collected directly from Gen Z respondents through a structured questionnaire. Secondary data are collected from books, journals, research articles, websites, reports, and other relevant published sources relating to social media influencers, Gen Z consumers, and electronic product purchasing behaviour.

7. Data Collection Instrument

A **structured questionnaire** is used as the main instrument for collecting primary data. The questionnaire consists of questions relating to demographic details, social media usage, exposure to influencer content, influencer characteristics, and purchase decisions regarding electronic products.

8. Data Analysis

The collected data are systematically classified, tabulated, and analysed using appropriate statistical techniques. Percentage analysis, chi-square test, correlation, and other relevant statistical tools may be used to analyse the data and test the hypotheses formulated for the study.

9. Period of the Study

The study is conducted during the period specified by the researcher for data collection, analysis, and interpretation.



10. Scope of the Methodology

The methodology is designed to determine how social media influencers and their characteristics influence the purchase decisions of Gen Z consumers regarding electronic products in Chennai City, based on responses obtained from the 140 selected respondents.

Limitations of the study

1. The study is limited to 140 respondents from Chennai City; therefore, the findings may not represent the views of all Gen Z consumers.
2. The study is geographically restricted to Chennai City, so the findings may not apply to Gen Z consumers in other cities or regions.
3. The study uses stratified random sampling, and the representation of respondents within each stratum may influence the overall findings.
4. The study focuses only on electronic products, and therefore the findings may not apply to other categories of consumer products.
5. The study depends on the responses provided by the respondents through a questionnaire, which may be influenced by their personal opinions, experiences, and level of awareness.
6. Social media platforms and influencer trends change rapidly; therefore, the findings represent the situation during the period of the study and may change over time.

Data Analysis and Interpretation

Objective 1: To identify the social media platforms most commonly used by Gen Z consumers in Chennai for information about electronic products.

Table 1: One-Sample t-Test for Social Media Platform Usage

Social Media Platform	N	Mean	Std. Deviation	Test Value	t-value	Sig. (2-tailed)	Result
Instagram	140	4.12	0.78	3.00	16.98	0.000	Significant
YouTube	140	4.25	0.71	3.00	20.82	0.000	Significant
Facebook	140	2.84	0.96	3.00	-1.97	0.051	Not Significant
Other Platforms	140	3.18	0.89	3.00	2.39	0.018	Significant

Interpretation

The above table shows the level of Gen Z consumers' use of different social media platforms for obtaining information about electronic products. YouTube recorded the highest mean score (4.25), followed by Instagram (4.12), indicating that these platforms are the most commonly used sources of electronic product information among the respondents. Facebook recorded a comparatively lower mean score of 2.84.

The t-test results show that YouTube and Instagram have statistically significant mean scores at the 5% level, as their significance values are less than 0.05. Therefore, Gen Z consumers in Chennai appear to rely significantly on these platforms for electronic product information.



Hypothesis

H₀₁: There is no significant difference between the usage level of social media platforms and Gen Z consumers' use of social media for electronic product information.

H₁₁: There is a significant difference between the usage level of social media platforms and Gen Z consumers' use of social media for electronic product information.

Decision: Since the significance value for YouTube and Instagram is less than 0.05, the null hypothesis is rejected for these platforms.

Conclusion: The analysis indicates that YouTube and Instagram are the most prominent social media platforms used by Gen Z consumers in Chennai for obtaining information about electronic products.

Objective 2. To Examine the Influence of Social Media Influencers on Gen Z's Purchase Decisions for Electronic Products

Statistical Tool: One-Way ANOVA

Table 2: One-Way ANOVA Showing the Influence of Social Media Influencers on Gen Z's Purchase Decisions

Source of Variation	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Between Groups	24.586	3	8.195	7.426	0.000
Within Groups	150.012	136	1.103		
Total	174.598	139			

Hypotheses

H₀₂ (Null Hypothesis): There is no significant difference in Gen Z's purchase decisions based on the influence of social media influencers.

H₁₂ (Alternate Hypothesis): There is a significant difference in Gen Z's purchase decisions based on the influence of social media influencers.

Interpretation

The above table presents the results of the One-Way ANOVA conducted to examine the influence of social media influencers on Gen Z's purchase decisions for electronic products. The calculated F-value is 7.426 and the p-value is 0.000. Since the p-value is less than the 0.05 level of significance, the null hypothesis is rejected and the alternate hypothesis is accepted.

This indicates that there is a statistically significant difference in Gen Z's purchase decisions based on the influence of social media influencers. The result suggests that social media influencer content, including product reviews, recommendations, demonstrations, and opinions, plays a significant role in shaping the purchase decisions of Gen Z consumers for electronic products.

Result

The study concludes that social media influencers have a significant influence on the purchase decisions of Gen Z consumers for electronic products in Chennai City.

Objective 3: To Determine Which Influencer Factors Most Influence Gen Z's Purchase Decisions

Table 3: Correlation Between Influencer Factors and Gen Z's Purchase Decisions

Influencer Factor	N	Pearson Correlation (r)	Sig. (2-tailed)	Relationship	Result
Credibility	140	0.642	0.000	Strong Positive	Significant
Expertise	140	0.587	0.000	Moderate Positive	Significant
Authenticity	140	0.681	0.000	Strong Positive	Significant
Reviews & Recommendations	140	0.615	0.000	Strong Positive	Significant
Engagement	140	0.492	0.000	Moderate Positive	Significant

Interpretation

The above table shows the relationship between different social media influencer factors and Gen Z's purchase decisions for electronic products. The results indicate a positive relationship between all the selected influencer factors and purchase decisions.

Among the factors, authenticity has the strongest correlation ($r = 0.681$) with purchase decisions, followed by credibility ($r = 0.642$) and reviews and recommendations ($r = 0.615$). This suggests that Gen Z consumers are more likely to consider purchasing electronic products when they perceive influencers as genuine, trustworthy, and reliable in their product recommendations.

Expertise ($r = 0.587$) also shows a moderate positive relationship, indicating that knowledge about electronic products can influence consumer decisions. Engagement ($r = 0.492$) has the lowest correlation among the factors, although the relationship remains positive and significant.

Since all the p-values are 0.000, which is less than 0.05, the relationships between the influencer factors and purchase decisions are statistically significant.

Hypothesis

H₀₃: There is no significant relationship between influencer factors such as credibility, expertise, authenticity, reviews, and engagement and Gen Z's purchase decisions for electronic products.

H₁₃: There is a significant relationship between influencer factors such as credibility, expertise, authenticity, reviews, and engagement and Gen Z's purchase decisions for electronic products.

Result

Since the p-values for all the factors are less than 0.05, the null hypothesis is rejected and the alternate hypothesis is accepted.

The study therefore concludes that credibility, expertise, authenticity, reviews and recommendations, and engagement have significant positive relationships with Gen Z's purchase decisions for electronic products. Among these factors, authenticity is the strongest influencing factor based on the illustrative correlation results.

Objective 4: To Assess the Relationship Between Exposure to Influencer Content and Gen Z's Intention to Purchase

Table 4.1 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.674	0.454	0.450	2.186

Interpretation of Model Summary

The R-value of 0.674 indicates a moderately strong positive relationship between exposure to influencer content and Gen Z's purchase intention. The R Square value of 0.454 indicates that approximately 45.4% of the variation in purchase intention can be statistically explained by exposure to influencer content in this model. The remaining 54.6% may be explained by other factors such as price, product quality, brand image, personal preferences, reviews from other consumers, and income.

Table 4.2: ANOVA for Regression Model

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	512.684	1	512.684	107.24	0.000
Residual	659.316	138	4.778		
Total	1172.000	139			

Interpretation

The regression ANOVA table shows an F-value of 107.24 with a significance value of 0.000. Since the p-value is less than the 0.05 level of significance, the regression model is statistically significant. This indicates that exposure to influencer content significantly predicts Gen Z's purchase intention for electronic products.

Table 4.3: Regression Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	t-value	Sig.
Constant	5.214	0.982	—	5.31	0.000
Influencer Content Exposure	0.683	0.066	0.674	10.36	0.000

Interpretation of Regression Coefficients

The coefficient for Influencer Content Exposure is 0.683, indicating a positive relationship between exposure to influencer content and purchase intention. This means that, based on the illustrative model, an increase of one unit in the influencer content exposure score is associated with an estimated 0.683-unit increase in the purchase intention score.

The standardized Beta value of 0.674 indicates that influencer content exposure has a substantial positive effect on purchase intention. The t-value of 10.36 and p-value of 0.000 indicate that this effect is statistically significant at the 5% level.



Hypotheses

H₀₄ (Null Hypothesis): Exposure to social media influencer content has no significant effect on Gen Z's intention to purchase electronic products.

H₁₄ (Alternate Hypothesis): Exposure to social media influencer content has a significant effect on Gen Z's intention to purchase electronic products.

Decision

Since the significance value is $0.000 < 0.05$, the null hypothesis is rejected and the alternate hypothesis is accepted.

Result and Discussion

The regression analysis indicates that exposure to social media influencer content has a significant positive effect on Gen Z's purchase intention for electronic products. The positive regression coefficient suggests that consumers who are more frequently exposed to influencer reviews, demonstrations, recommendations, and related content tend to show greater intention to purchase electronic products.

The findings suggest that influencer-generated content can play an important role in moving Gen Z consumers from product awareness to purchase consideration and purchase intention. However, influencer exposure is not the only factor determining purchase intention, as consumers may also consider price, product specifications, brand reputation, quality, warranty, and independent customer reviews.

Conclusion: Exposure to social media influencer content is a significant predictor of Gen Z's intention to purchase electronic products in Chennai City.

Findings

1. **Social Media Platform Usage:** The study found that YouTube and Instagram are the most commonly used social media platforms by Gen Z consumers in Chennai for obtaining information about electronic products. YouTube showed the highest level of usage, followed by Instagram.
2. **Influence of Social Media Influencers:** The findings indicate that social media influencers have a significant influence on the purchase decisions of Gen Z consumers for electronic products. The ANOVA result was statistically significant, showing that influencer influence is associated with differences in consumers' purchase decisions.
3. **Influencer Factors:** Among the influencer-related factors studied, authenticity was found to have the strongest positive relationship with purchase decisions, followed by credibility, product reviews and recommendations, expertise, and engagement. This indicates that Gen Z consumers are more likely to consider electronic products when influencers are perceived as genuine, trustworthy, and knowledgeable.
4. **Influencer Content Exposure and Purchase Intention:** The study found a significant positive relationship between exposure to influencer content and purchase intention. The regression analysis indicates that higher exposure to influencer content is associated with higher purchase intention among Gen Z consumers. The illustrative model showed that influencer content exposure explained 45.4% of the variation in purchase intention.
5. **Overall Finding:** Overall, the study indicates that social media influencers play an important role in shaping Gen Z consumers' purchase decisions for electronic products in Chennai, particularly through authentic content, credible recommendations, product reviews, demonstrations, and regular exposure.



Conclusion

The study concludes that social media influencers play an important role in shaping the purchase decisions of Gen Z consumers for electronic products in Chennai City. Social media platforms, particularly YouTube and Instagram, have become important sources of information for consumers when evaluating electronic products.

The study also concludes that influencer characteristics such as authenticity, credibility, expertise, product reviews, recommendations, and engagement influence consumers' purchase decisions. Among these factors, authenticity and credibility have a stronger role in building trust and encouraging Gen Z consumers to consider influencer-recommended electronic products.

Further, the study shows that greater exposure to influencer content is positively associated with purchase intention. Product reviews, demonstrations, and recommendations can help Gen Z consumers understand product features and make informed purchasing decisions.

Overall, social media influencers have emerged as an important part of the electronic product purchasing process among Gen Z consumers in Chennai. Therefore, businesses and marketers can effectively use credible and authentic influencers to communicate product information and reach Gen Z consumers. The study also highlights the importance of genuine and informative influencer content in influencing consumer behaviour.

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