



# Consumption Practice Through Social Media Influencer Marketing Among Gen Z In Tiruppur City

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## ABSTRACT

Social media platforms have prioritized communication as their primary objective, fostering connections and cultivating positive relationships even before the advent of modern technologies. Today, these platforms are critical tool for sharing information and promoting brands, significantly transforming traditional marketing strategies. It provides organizations with a competitive edge by enabling them to showcase their products and services through diverse formats, including blogs, micro-blogs, wikis, social networking sites, photo and video sharing platforms, instant messaging, podcasts, and virtual environments. Among the youth, popular applications such as Facebook, Instagram, YouTube, Twitter, and WhatsApp have become central to their digital lives. For Generation Z (Gen Z), born approximately between the mid-to-late 1990s and early 2010s, social media is a communication tool and platform for self-expression. And they use these platforms to showcase their individuality, creativity, and personal values, often treating their profiles as extensions of their personalities and make louder social justice issues, raise awareness, and mobilize support for causes such as climate change, racial equality, and mental health too. Beyond personal expression, social media is a powerful catalyst for social change. Given the growing influence of social media, this research aims to explore the consumption practice of selected respondents (Gen Z's) toward social media influencers. And use relevant methodologies to gather insights. By understanding these practices, organizations can better navigate the landscape of social media marketing and enhance their engagement with current and potential customers.

**Keywords:** Social Media, Gen Z, Communications, Social Networks.

## 1.1 INTRODUCTION

Communication is the process of transmitting information and understanding between individuals. It is a two-way interaction that involves both encoding and decoding messages. And it plays a vital role as we connect with various people through face-to-face interactions and mediated channels across numerous social and work contexts. Advances in technology have transformed communication, making it more efficient and accessible, as seen with social media and instant messaging applications.

The evolution of communication—from speech to postal services and now to digital platforms—reflects significant societal changes. In today's world, media is inseparable from daily life. The term "social" emphasizes the interaction between individuals through shared information, while "media" refers to communication instruments like the internet, TV, radio, and newspapers. Social media are web-based tools that facilitate interaction by allowing individuals and organizations to create, share, and exchange information within virtual communities. It plays an essential role, offering numerous benefits while also presenting challenges. And it helps people connect, share ideas, and access information quickly, bridging gaps across the globe. Users often find themselves more trusting of interactions in the virtual space, becoming politically engaged and actively participating in discussions. And these social media platforms enable users to communicate, provide feedback, and amplify their voices to a larger audience. When users share content, the potential reach of a message expands, generating interest in products or services as news spreads quickly.

Currently, social media serves as a significant hub for teenage interactions, offering both the positives of friendship and support and the negatives of drama and social pressures. It allows users to stay connected and informed, influencing personal relationships through features like news feeds that highlight updates from friends and especially for Gen Z born between the mid-to-late 1990 and early 2010s. As social media's importance grows, so does the number of content creators, including bloggers and social media influencers, who have garnered substantial followings and revenue streams. Many businesses now view these influencers as valuable partners for product promotion due to their ability to engage with their audiences authentically.

Gen Z's is characterized as digital natives, having grown up with the internet, smart phones, and social networking platforms. Their engagement with social media is not limited to communication; it extends to self-expression, social activism, and consumer behavior.

In cities like Tiruppur, known for its vibrant textile and entrepreneurial culture, social media's influence is increasingly significant. Platforms such as Instagram, YouTube, and TikTok have enabled Gen Z users to interact with content creators and social media influencers who shape trends, opinions, and purchasing decisions. These influencers act as modern-day opinion leaders, leveraging their reach to promote products, services, and social causes. As the number of content creators grows, so does their impact on consumer behavior. Social media influencers have become pivotal in shaping Gen Z's consumption practices. They leverage their authenticity and relatability to establish trust with their

audience, making their recommendations highly influential in purchasing decisions. Businesses and marketers recognize this potential and partner with influencers to reach Gen Z effectively.

This study aims to explore the consumption practices through social media influencers among Gen Z in Tiruppur City, focusing on their attitudes, perceptions, and engagement patterns. By analyzing these factors, the research seeks to uncover how influencers shape Gen Z's preferences, behaviors, and decision-making processes in a rapidly evolving digital landscape. The findings from this study will provide valuable insights for businesses, marketers, and organizations in Tiruppur looking to enhance their social media strategies and connect more effectively with this tech-savvy and socially conscious demographic.

## 1.2 LITERATURE REVIEW

**Turel (2021)** studied the role of neuronal system in addiction of Facebook. The researchers investigated how the systems of brain reacted in a different way between traffic and Facebook signs using a go/no-go paradigm with fMRI scan and then associated neural activity with addiction scores. The findings indicated that addiction of Facebook and substance addiction were both linked to hyper excitability in the amygdala-striatal complex. Though, Facebook addiction was not connected to changes in the activity of the prefrontal cortex, indicating that people with Facebook addiction might have the ability to cease their uninhibited behaviour.

**Shetty & Sarkar, (2021)** studied "Impact of Social Media Influencers on Purchase Intention: In this study, questionnaires were modified to fit the needs of the research, and then given to participants via the internet. The factors of believability, attitude homophily, physical beauty, social attractiveness, and para social interaction were selected for this analysis. It was hypothesized that there could be a connection between these factors and consumer intent to buy, hence correlational research was carried out to test the hypothesis. Attitude homophily showed a mild positive link with purchase intent, whereas credibility, physical beauty, social attractiveness, and parasocial interaction all showed moderate positive correlations.

**Cheng (2021)** did a meta-analysis to thoroughly integrate existing studies on the incidence of addiction of social media. Meta-regression as well as subgroup analysis were used to see if the prevalence rates differed based on classification systems, demographic characteristics and cultural values. The random-effects meta-analysis revealed that various studies indicated differences in prevalence depending on their classification methods. This meta-analysis suggests that when evaluating the prevalence data on social media addiction, both the classification system utilised as well as cultural considerations should be examined.

**McKinsey & Company (2023)** highlighted that authenticity plays a crucial role in Gen Z's decision-making process. They tend to trust influencers who maintain transparency and align with their values. Unlike traditional advertising, where consumers are more skeptical, influencers provide a sense of authenticity that resonates with this generation.

**Samiya Akter (2023)** the principle objective of this thesis project was to exhibit the core fact concentrated on the consumer's perspectives of Bangladesh. The core display of this thesis project was to highlight how Instagram, the rising media channel and its influential community is empowering and boosting numerous company products or their services towards the general customers accompanying with sustaining the consumer engagements and values. This study has tried to assess and generate the authenticity provided by the advanced media tool that brands as well as consumers are utilizing on a large scale. It has illustrated from different perspectives on consumer behaviour so that it assists to discover the profound angles of the raised research questions to achieve the expected goal.

### 1.3 OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the status of Social Media influencers
- To study the consumption practices through social media influencers among Gen Z in tiruppur city

### 1.4 RESEARCH DESIGN

The research methodology outlines a systematic approach to addressing the research problem regarding consumption practice through social media influencers. This study involves 150 respondents, focusing on their perceptions and interactions with social media influencers. The research centers on consumption practice through social media influencers among Gen Z, specifically examining users of social media. Primary data was collected through surveys designed to capture respondents' attitudes, behaviors and consumption practices related to social media. The analysis of the collected data was conducted using:

**Percentage Analysis:** To quantify and represents responses effectively.

**Rank analysis:** Ranking the observation depends according to the size and the base of calculation of the rank rather than upon the original observation. In this research, rank is used to determine the factors in terms of the number of respondents and percentage.

**Descriptive Analysis:** To identify underlying patterns and group related variables, providing deeper insights into the consumption practices of respondents. By employing these methods, the study aims to yield meaningful conclusions about the influence of social media on consumer behaviour and the satisfaction levels of influencers within the selected platforms.

### 1.5 RESEARCH ANALYSIS

This research aimed to assess the impact respondents toward their own and their organization's use of social media, both currently and in the future. The study utilized a mixed-methods approach, incorporating both quantitative and qualitative data through a two-part survey:

**Part I: Demographic Details:** This section collected information on respondents' age, gender, educational qualifications, income levels and occupations. The aim was to analyze any differences in responses based on participant characteristics, employing percentage analysis for clarity.

**Part II: Rank analysis:** In this part collected information on factors influencing the respondents (Gen Z's) to purchase from influencer marketing.

**Part III: Consumption practice through Social Media Influencers among Gen Z:** This section included a combination of closed questions and a descriptive statistics, where participants rated their agreement with various statements on a scale of 1 to 5 to identify the level of acceptance towards the various options given and to determine the average level of favourable and unfavourable responses and capturing qualitative insights into consumption practice through social media influencer marketing.

By integrating both quantitative and qualitative methods, the research sought to provide a comprehensive understanding of how respondents perceive social media's role and impact.

### 1.6 DEMOGRAPHIC DETAILS OF THE RESPONDENT

**Table No. 1**

<b>Demographic Profile</b>	<b>Particulars</b>	<b>Percentage Analysis</b>
Age	18-20 Years	60
	21 to 23 Years	13
	24-26 Years	27
Gender	Male	36
	Female	64
Educational Qualification	School Level	20
	Diploma	10
	Under Graduate	53
	Post Graduate	7
	Professional	10
Income Level	Below Rs. 40,000	67
	Rs. 40,001 to 50,000	7
	Rs. 50,001 to 60,000	13
	Rs. 60,001 and above	13
Occupation Status	Student	53
	Employee	21
	Business	13
	House Wife	3
	Job Seeker	10
<b>Total</b>		<b>100</b>

**Source: Primary data.**

#### **Age of the Respondents**

The above table shows that, age of the respondents 18-20 years are 60 %, 24-26 years are 27 % and 21 to 23 years are 13%. These findings indicate that the largest group of respondents is aged 18-20, suggesting a strong presence of younger individuals in the sample. This demographic insight can guide strategies for engaging with this audience on social media platforms, tailoring content and messaging to their preferences and behaviours.

**Gender:** In this study, 64% of the respondents are female & rests are male.

### Educational Qualification of the Respondents

These result shows that undergraduate respondents is 53% which makes up the largest segment, followed by those with school level is 20% and diploma & professionals are equally 10% and post graduates are 7%. This educational profile suggests that educated audiences, which can be leveraged in crafting targeted messaging and engagement strategies on social media.

### Income Level of the Respondents

These findings indicate that the 67% of respondents falls within the below 40,000 income range, followed by both Rs.50,001-60,000 and Rs.60,001 and above are equally 13%. Rs.40,001 to Rs.50,000 is 7%. Understanding this income distribution can inform marketing strategies and target demographics more effectively.

### Occupation of the Respondents

These results indicate that Student (53%) comprise the largest segment, followed by employee (21%) and business (13%) and jobseeker (10%) and housewife (3%). Understanding this occupational make up can help tailor social media strategies and messaging to better engage these diverse groups.

## 1.7 RANK ANALYSIS

**Table No. 2 Ranking the observation.**

<b>RANK</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>TOTAL SCORE</b>	<b>MEAN SCORE</b>	<b>RANK</b>
Attractive images	75	20	30	110	65	300	2	V
Price discounts & Low budget	175	280	30	60	5	550	3.67	II
Quality of the product	375	140	75	0	15	605	4.03	I
New trend	100	60	105	80	40	385	2.57	IV
Positive reviews	25	100	195	50	30	400	2.67	III

The above table shows that highest mean value (4.03) for the “quality of the product” ranked as first. Second rank was assigned to the “Price discounts & low budget” with the mean value of (3.67). “Positive reviews” assigned as third rank with the mean value of (2.67), Fourth rank was assigned to “New trend” with the mean value of (2.57), attractive images was assigned as fifth rank with the mean value of (2)

## 1.8 CONSUMPTION PRACTICE THROUGH SOCIAL MEDIA INFLUENCERS AMONG GEN Z

In the descriptive statistics analysis of the five Likert scale questions assessing respondents' consumption practice through social media influencers among Gen Z, we identified key themes related to both private and organizational use. This statistical technique helps reveal underlying constructs by grouping related variables.

The following analysis (table no. 3 & table no. 4) indicated strong reliability across the seven questionnaire items of positive impacts and negative impacts. Respondents expressed a more open-minded to answer all the questions. That helps to predict more reliable data.

**Table No. 3**

### Positive impacts Agreeability- Descriptive statistics

S. NO	POSITIVE IMPACTS	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE	INDICATORS
1	Easy buy up	475	160	15	10	5	665	4.43	Strongly agree
2	Digital platform	250	300	45	10	5	610	4.07	Agree
3	Innovation & trend creation	325	200	75	10	5	615	4.1	Agree
4	Upgraded lifecycles	175	360	45	10	5	595	3.97	Agree
5	Increased self confidence	175	180	165	20	5	545	3.63	Agree
6	Strengthens brand affinity	125	340	90	10	5	570	3.8	Agree
7	Real time reviews	150	280	120	10	5	565	3.8	Agree

The above table predicts that “easy buy up” has been accepted as the most important positive impact of influencer marketing with the highest mean value of (4.43). Followed by the remaining six factors (i.e) “Digital platform” “Innovation & trend creation” “Upgraded lifecycles” “increased self confidence” “strengthens brand affinity” “Real time reviews” are agreeable factors with the mean value between (3.41-4.21).

Table No. 4

## Negative impacts Agreeability- Descriptive statistics

S. NO	NEGATIVE IMPACTS	SA	A	N	DA	SDA	TOTAL POINT	MEAN VALUE	INDICATOR
1	Chances to buy more	300	260	45	10	5	620	4.13	Agree
2	Creates cyberpunk	75	360	105	10	5	555	3.7	Agree
3	Crowded online landscape	75	320	135	10	5	545	3.63	Agree
4	Changes in purchasing patterns	125	340	75	20	5	565	3.77	Agree
5	Affects mental health	100	380	60	20	5	565	3.77	Agree
6	Social media addiction	125	320	105	10	5	565	3.77	Agree
7	High competition	150	300	60	40	5	126	4.2	Agree

The above table predicts that all the above factors (i.e) “Chances to buy more” “creates cyberpunk” “crowded online landscape” “changes in purchasing pattern” “affects mental health” “social media addiction” “high competition” are agreeable negative impacts with the mean value between (3.41-4.2).

### 1.9 FINDINGS OF THE STUDY

**Age:** Majority 60% of the respondents are (Gen Z<sub>s</sub>) aged 18 to 20 years.

**Gender:** Most of the respondents are female, accounting for 64%.

**Education Level:** Undergraduates represent a significant portion of social media influencer marketing users, accounting for 53%.

**Income Level:** Respondents with an income below Rs. 40,000 make up 67% of the sample.

**Occupation type:** Students are the most prevalent, comprising 53% of the influencer landscape.

**Rank analysis:** The factor “Quality of the product” assigned as “first rank”. This indicates the businesses to maintain the quality of a product to crack market strategies.

**Descriptive Analysis: Positive impacts of social media influencer marketing:** Respondents demonstrated a generally open-minded and positive attitude towards social media influencer marketing’s consumption practice especially concerning the positive impact of “Easy buy up” has been accepted as the most important positive impact of influencer marketing with the highest mean value of (4.43). Followed by the remaining six factors (i.e) “Digital platform” “Innovation & trend creation” “Upgraded lifecycles” “Increased self confidence” “Strengthens brand affinity” “Real time reviews” are agreeable factors with the mean value between (3.41-4.21).

**Negative impacts of social media influencer marketing:** The study predicts that all the above negative factors (i.e) “Chances to buy more” “creates cyberpunk” “crowded online landscape” “changes in purchasing pattern” “affects mental health” “social media addiction” “high competition” are agreeable negative impacts with the mean value between (3.41-4.2).

This suggests that many users may prioritize transparency and value clear communication, which can enhance their overall perception of social media platforms. Such insights could guide organizations in improving their engagement strategies and addressing transparency concerns to foster trust among users.

## 1.10 CONCLUSION

Influencer marketing has surged since 2016, with influencers on platforms like Instagram and YouTube becoming key players in advertising strategies. This research highlights how promotional messages from these influencers can shape Gen Zs' perceptions, a demographic that is highly engaged online. Various social media platforms such as Facebook, Instagram, WhatsApp, Twitter, and YouTube and etc., are facilitate the creation and sharing of information, proving invaluable for both individual users and businesses. Understanding these dynamics can enhance outreach efforts and effectiveness in various contexts, including emergencies and marketing.

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