

# Influencer Marketing on Brand Awareness and Purchase Decision Among Gen Z and Millennials

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## ABSTRACT

The increasing influence of social media has positioned influencer marketing as an effective strategy for engaging Gen Z and Millennial consumers. This study examines the impact of influencer marketing on brand awareness and purchase decisions among Gen Z and Millennials. The research focuses on key influencer-related factors such as credibility, attractiveness, content quality, influencer–brand fit, and social media engagement, and analyzes their role in shaping consumer perceptions and buying behavior. Primary data were collected through a structured questionnaire from 300 respondents belonging to Gen Z and Millennial age groups using a five-point Likert scale. Quantitative analysis techniques, including reliability analysis and descriptive statistics, were employed to assess the consistency and validity of the data. The reliability of the measurement scales was confirmed through Cronbach’s Alpha, indicating strong internal consistency. The findings reveal that influencer marketing significantly enhances brand awareness by improving brand recognition, recall, and familiarity. Furthermore, influencer marketing was found to positively influence purchase decisions by reducing consumer hesitation and increasing the likelihood of product trials and actual purchases. The study highlights the strategic importance of credible and engaging influencers in building brand awareness and driving purchase decisions, offering practical insights for marketers targeting Gen Z and Millennial consumers.

**Keywords:** Influencer Marketing, Brand Awareness, Purchase Decision, Gen Z and Millennials, Social Media Marketing

