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Exploring The Effectiveness of Influencer Marketing in Building Brand Loyalty Among Gen Z Consumers

Abstract

The culturization by the digital and the emergence of peer-based recommendations triggered the current research to assess the extent to which the influencer factors of credibility, content engagement, authenticity, and relationship continuity create brand loyalty among the Z generation.

An explorative study was implemented: a questionnaire regarding the research was shared on the internet and through social media apps, including Instagram, TikTok, Snapchat, and YouTube. Respondents who were 16 to 26 years old formed the sample of 50 participants. The analysis of data was done using SPSS, and the techniques used included descriptive statistics, reliability, and multiple regression.

The findings show that influencer credibility ($\beta = 0.579$), content interaction ($\beta = 0.791$), and authenticity ($\beta = 0.694$) have a significant effect on brand loyalty, as short-term influence has a significantly strong association ($\beta = 0.718$) only in cases that correspond to emotional appeal and long-term brand affinity by influencers.

These results reaffirm the essentiality of powerful emotional appeal and genuineness when cultivating customer confidence and bonding. The brand implications are obvious: brands should develop long-term influence relationships based on mutual trust with their partners.

Keywords: Influencer Marketing, Brand Loyalty, Generation Z, Social Media.



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