The Influence Of Influencer Marketing On Gen Z Consumer Purchase Interest a Literature Review

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Abstract.The purpose of this study is to determine the literature review on Influencer marketing and product quality on the purchase intention of generation Z consumers. Advances in internet technology have led to shifts in human lifestyles, especially in purchasing patterns. In writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic, and identifying gaps in existing knowledge.A systematic literature review (SLR) was conducted in two well-known databases, ScienceDirect and Scopus. After applying the inclusion and exclusion criteria, 1,498 out of 2,036 articles were assessed as relevant, after which these papers were carefully examined to produce an in-depth analysis of the subject. Ultimately, 13 papers were selected for in-depth examination in the study. Based on SLR data, the articles were written between 2021 and 2024. The research methodology used in this paper includes descriptive analysis and bibliographic analysis.The results of writing the article are known that Influencer marketing is one of the company's strategies in achieving their strategic goals by utilizing influencers as messengers for products or brands so that they can reach a wider market.Brand is the identity of a company, where companies build a good brand image so that potential consumers can remember the good image of a product and stick to potential consumers.The results of this study show that many factors influence consumer behavior, including the role of influencers, product quality, and social media marketing strategies.
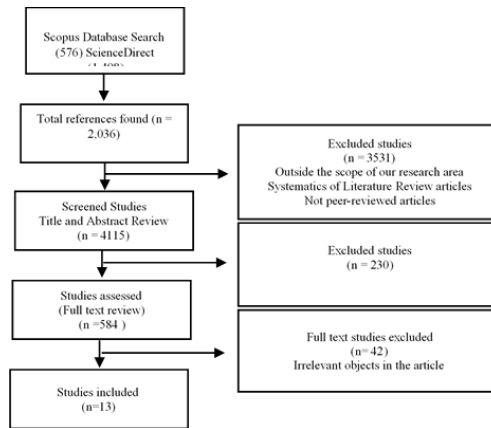
Keywords: Generation Z, Influencer Marketing, Product Quality, Social Media, Purchase Intention.

1. BACKGROUND

The advancement of internet technology has caused a shift in human lifestyle, especially in purchasing patterns. Previously, most consumers adopted conventional methods of conducting transactions. However, today, the internet has influenced consumer interest with the increasing popularity of online shopping, reflecting significant changes in their purchasing behavior (Dewi *et al.,* 2023). Consumers are now more critical and focused on a better shopping experience. Understanding the psychology behind online consumer behavior is key to competing in today's market characterized by increasing competition and globalization (Kumar *et al*., 2020). When shoppers decide to buy something, they strongly consider the quality of the product. One factor that is highly considered is the fact that they often compare products with similar products based on quality before deciding to buy. However, the increased use of online social media networks is prompting retailers to consider the possibility of using social media to market their products, allowing customers to view their products. As per a report from *We Are Social*, the number of active social media users in Indonesia was 167 million people in

January 2023. This number is equivalent to 60.4% of the population in the country (Shilvina Widi, 2023).

Generation Z was born between 1995 and 2012, the decade when the *World Wide Web* became widespread. They lived their teenage years after 2000, so digital devices have been around throughout their lives. They are also referred to as *iGen, Centennials, Generation Next, and Post-Millennials* (Sadaf, 2019). They use various online platforms and are constantly adapting the latest technology. The best way to communicate with Generation Z is to have content that is clear, interesting, funny, thought-provoking, simple, and precise. Generation Z engages more with storytelling and narrative content. Generation Z is also more likely to believe in brands that have values that match their values because they are goal-oriented and want to support brands that align with their values. As stated by Priporas, Stylos, & Fotiadis (2017), that Generation Z is said to have strong *personalized* values in shopping. Generation Z is also in this case more influenced by online communication and social media related to brand search and purchase and advertising search efforts on online promotional media, so online media increases generation Z's attachment to brands and purchases Wirokarto, (2013). Generation Z shows a typical buying interest as an internet generation, namely *online window shopping*. Santoso, (2018). Thus it is very important to build positive value to influence Generation Z's buying interest. Gen Z believes that influencers can come from various professions, such as *artists, celebrities, bloggers* who have many followers or followers on social media and have abilities or insights in certain fields (Andreani *et al*., 2021) As someone who has influence and is well-known in the community, the opinion of *influencers* is often used by someone as a reference for buying a product. An *influencer* certainly has credibility that can make people trust his words. In addition, influencers must have appeal so that people are interested in the product or brand being talked about. *Influencers* who are more famous must have greater influence. Influencers promote goods by uploading products, whether the product is used by the influencer, or just uploading a picture of the product and then given a description of the advantages of the product (Wiliana *et al*., 2021). Since *influencers* are often used as a reference for product purchase decisions, influencers are expected to be honest in what they say when they promote products. They often only mention the advantages of the product to attract customers' attention, without mentioning the disadvantages or side effects of the product, even to the point of lying. Based on the explanation above, this research was conducted to find out the literature review on Influencer marketing and product quality on the purchase intention of generation Z consumers.

2. THEORETICAL REVIEW

This study explores the influence of influencer marketing on consumer purchase intention, especially among Generation Z. Changes in consumer behavior triggered by advances in technology and social media have altered the way Generation Z makes purchasing decisions, with many of them relying on information from influencers they trust. The credibility of influencers is crucial, as recommendations from individuals perceived to have authority are more easily accepted by consumers. In addition, product quality also plays an important role; Generation Z is known to be a critical consumer and often compares products based on quality before purchasing.

Generation Z tends to choose brands that align with their personal values, so brands that demonstrate a commitment to social and environmental issues have a greater chance of catching their attention. Social media serves as an effective marketing platform, where engaging content and storytelling can increase consumer engagement. The methodology applied in this study includes descriptive and bibliographic analysis to understand research trends and identify gaps in the existing literature, confirming the importance of understanding the relationship between influencer marketing, product quality, and generation Z consumption behavior to formulate effective marketing strategies.

3. RESEARCH METHOD

In writing this article, literature review plays an important role in formulating research ideas, understanding previous findings related to the topic, and identifying gaps in existing knowledge. A comprehensive literature review helps to find research gaps and provides a basis for developing a more in-depth theoretical framework. In addition, a literature review is an effective way to synthesize research findings to show meta-level evidence and reveal areas that require further research. It is a key component in building theoretical frameworks and

conceptual models (Snyder, 2019). A literature review is conducted through careful selection and analysis of various sources of information, including books, journals, theses, reports, conference proceedings, unpublished manuscripts, and articles from academic journals (Sajeevanie, 2021).

Figure 1.Research method with Systematic Literature Review (SLR)

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the Publish or Perish application to facilitate searching and collecting references. As shown in Figure 1, the initial stage of the search resulted in 4115 relevant articles using the keyword "Influencer Marketing" The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. From the total 4115 articles found, only 584 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

1. **Data Extraction**

   Title, citation count, journal source, keyword combination, and author-level metrics were all used in this article classification system.

2. **Review Protocol**

   The authors also used VOSviewer, a software that facilitates the creation of maps based on research network data, which can then be visualized and further explored. VOSviewer was chosen because it is easier to use and has a clearer display than other software such as *CiteSpace* (Zhang, Quoquab and Mohammad, 2024). This application makes it easier for researchers in certain fields to find publications and related citations (Kirby, 2023). VOSviewer produces three types of visualizations: network visualization that displays the strength of relationships between research terms, *overlay visualization* that shows historical development based on publication year, and *density visualization* that shows research areas with a particular focus (Zakiyyah, Winoto and Rohanda, 2022).

3. **Data Filtering**

In this literature review, the journals used were obtained through the Scopus indexed international journal database, with the help of the *Publish or Perish* application to facilitate searching and collecting references. As shown in Figure 1, the initial stage of the search resulted in 42 relevant articles using the keyword "Influencer Marketing" The articles were then collected and stored in RIS (*Research Information System Citation File*) format for easy management and reference. Of the total 5114 articles found, only 584 journals were selected based on their relevance and quality, from both international and national sources, which were used in the completion of the *systematic review*.

Descriptive Analysis

The literature on the influence of Influencer Marketing on consumer purchase intention was mapped using descriptive analysis. In addition to highlighting the strengths and limitations of current research, this approach helps identify trends (Tranfield *et al.*, 2003). Our findings are presented in this section along with information on the place published, country of origin, and year of publication.

1. Publications by Year The growth of publications on the topic of Influencer Marketing on consumer purchase intent has been tracked over time, starting in 2021 and continuing until January 2024. Figure 2 illustrates this progression, showing that most of the research has occurred in the last four years, indicating an increased scientific interest in the subject. Therefore, it seems reasonable to anticipate that additional research will be released before the end of 2024.

Figure 2.Growth of publications on the topic of Influencer Marketing

2. Publications by Country Figure 3, shows the geographical distribution of articles by country based on the quantity of papers and citations collected from Scopus. Even if an article is co-authored with another country, each country receives points for their distinct authorship contribution (Del Vecchio *et al.*, 2022). The purpose of this analysis is to identify countries that have stated Influencer Marketing on consumer purchase intention
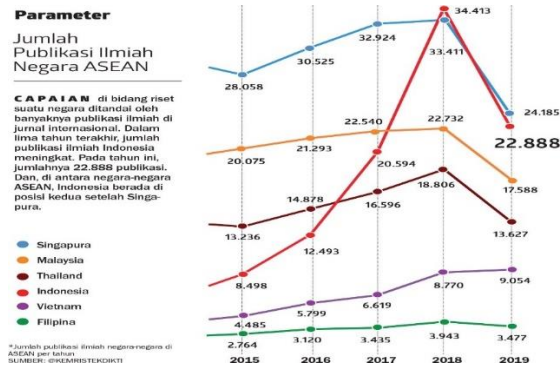
Figure 3.Geographic Distribution

4. RESULTS AND DISCUSSION

Common Keywords

This analysis focuses on identifying keywords that are frequently used by authors to evaluate a large number of texts about influencer marketing content on consumer purchase intention. By performing a keyword occurrence analysis, a network was created to visualize the relationship between various terms (Radhakrishnan *et al*., 2017). This method helps uncover the implicit connections that authors make between their chosen keywords and their research topics (Su and Lee, 2010). The frequency of certain keywords across 13 articles is displayed in graph format, with larger circles indicating higher frequency.

Bibliographic Merging

As these sources shed light on the subject, articles citing the same references were linked (Perianes-Rodriguez *et al*., 2016). The benefits of bibliographic merging include creating visualization maps of widely cited works, shedding light on contemporary research issues, and directing further investigations (Mariani *et al.,* 2022). The 13 articles in the data sample underwent bibliographic merging using VOSviewer software, using documents as the unit of analysis. Four clusters were found using this study. Van Eck and Waltman (2010) created VOSviewer, which is often used to create bibliometric maps and is more suitable for this task than multidimensional scaling (Ferreira, 2018).

1. Main themes

To improve the accuracy of article clustering and understanding of research areas, a detailed analysis was conducted on 13 articles identified through bibliographic merging. The initial grouping showed a lack of thematic coherence, which is often due to diverse academic backgrounds. Content analysis focused on each article's purpose, research questions, methods and main arguments to identify the main topics. Descriptive statements were made, leading to initial theme headings (Clark *et al.,* 2019). Articles were compared and sorted to categorize

them by theme, which were then grouped into larger study themes. This process resulted in a structured hierarchy, with duplicates checked and adjusted.

Table 1. Data analysis matrix on articles used in the literature review

No.	Title	Population and Sample	Research Location	Method	Results
1.	The Impact of Influencers On The Decision-Making Process Regarding The Purchase Of The Brand Product	The survey was conducted in December 2019 by means of the CAWI method on a representative sample of the Slovak population of 470 respondents.	Slovak	The method of collecting data through a questionnaire and the contingency analysis to process the data were chosen for this research.	The results are anticipated to enhance and deepen the understanding of previous practices of brand managers. The findings should be beneficial for improving the attractiveness of marketing communication and thus higher competitiveness.
2.	The impact of influencer marketing on brand image, brand awareness, and brand trust toward purchase decisions for skincare products	100 respondents	Sam Ratulangi University	This study has used a quantitative approach with SEM-PLS as the analysis method.	The results found that influencer marketing through TikTok positively impacted brand image, awareness, and trust. Brand image and brand awareness positively impact purchase decisions for skincare products while brand trust negatively impacts purchase decisions for skincare products. Brand image, brand awareness, and brand trust also significantly marketing on purchase decisions.
3.	The Influence Of Influencer Endorsement And Brand Image On Purchasing Intentions Gen Y And Z	The sample collecting method used was convinience random sampling on 100 Y generation consumers and Z generation of Erigo product in Semarang City	Semarang	The data collection methods used in this research were questionnaires and literature study.	The data analysis methods used were test of validity, reliability test, three box method test, classic assumption test, multiple linear regression, F test, the coefficient of determination, and t test. Based on calculations using IBM SPSS 26 version software, the result of this research showed that the regression equation $Y = 0.583 + 0.306X1 + 0.746X2$.
4.	Influencer Marketing Social Media influences Brand Awareness and Customer Trust to Increase Purchase Intention (Conceptual Framework Development)	The data processed in this study are 100 first respondents from	Indonesia	the SmartPLS 3 application	Model development can be continued in conducting analysis using data from a larger sample. So that the model after the analysis can find out the factors that influence marketing using social media.
5.	The Effect of Instagram Influencers on Purchase Intentions Mediated by Brand Image on Cosmetic Products (Study on Gen Z Women)	Samples were collected with purposive sampling by spreading questionnaire to 200 participants through online questionnaire platform developed by Google Form.	Jakarta, Indonesia	PLS-SEM	Results indicate that social media influencers are significantly correlated with purchase intention when mediated with brand image. Specifically, numbers of followers, high-activity on social media, and influencer credibility influence brand image and purchase intention in significant ways.
6.	Influencer Marketing	100 Respondents	USA	The Elaboration Likelihood Model (ELM) is a dual-	The study begins with a comprehensive overview of influencer marketing,

No.	Title	Population and Sample	Research Location	Method	Results
				process theory of persuasion that explains how people form attitudes.	including its definition, its evolution, and its importance. It then delves into the basic models involved in influencer marketing and how it is linked to consumer psychology such as authenticity and conformity. In addition, it shows examples of successes and failures in influencer marketing.
7.	The Influence Of Review Content And Product Quality On Purchase Interest With Trust As An Intervening Variable	The sample in this study used a quota sampling of 100 people. The data collection technique in this research uses a questionnaire technique.	Indonesia	The data analysis technique in this research uses a quantitative approach using statistical analysis using Auter Model Analysis, Inner Model Analysis and Hypothesis Testing.	The results of this research prove that directly review content, product quality and trust have a significant effect on buying interest, review content and product quality have a significant effect on trust and indirectly review content and product quality have a significant effect on buying interest through trust in the people of Medan city.
8.	Brand engagement in self-concept (BESC), value consciousness and brand loyalty: a study of generation Z consumers in Malaysia	A self-administered questionnaire was developed and administered to a sample of 346 undergraduate students in Malaysia.	Malaysia	The hypothesized structural models are tested using partial least squares structural equation modeling. The study also uses cluster analysis to segment the Generation Z consumers.	The results reveal that among Generation Z consumers both BESC and VC have a positive effect on brand loyalty. Additionally, the mediation analysis established that BESC plays a mediating role in the relationship between VC and brand loyalty. The study also identified four consumer groups - attentive group, dedicated group, prospective group and switchers group. Furthermore, consumer classification according to BESC can be used by marketers and managers in marketing strategy development.
9.	Luxury fashion brand customers' perceptions of mobile marketing: Evidence of multiple communications and marketing channels	150 Respondents	USA	The Elaboration Likelihood Model (ELM) is a dual-process theory of persuasion that explains how people form attitudes.	The integrative model opens up interesting avenues for further research on mobile marketing and luxury fashion consumers' perceptions of the effects of multiple communications and marketing channels.
10.	The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction	141 (one hundred and forty-one) respondents	Indonesia	PLS (Partial Least Square) analysis method	Based on the overall exposure of statistical calculations on structural model analysis and testing that partially, product quality is proven to have a positive and significant effect on purchasing decisions for medical device products, service quality is proven to have a positive and significant effect on purchasing decisions for medical device products, prices are

No.	Title	Population and Sample	Research Location	Method	Results
					proven to have a positive and significant effect. significant towards the decision-making of medical device product purchasing, product quality proved to have a positive and significant effect on consumer satisfaction of owned medical device products, service quality proved to have a positive and significant effect on consumer satisfaction of medical device products, price proved to have a positive and significant effect on consumer satisfaction of medical device products health. The purchase decision is proven to have a positive and significant effect on consumer satisfaction with medical device products.
11.	The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective	The survey method was employed to conduct this research, and data were collected from 438 respondents.	India	The proposed hypotheses were tested using structural equation modeling, hierarchical regression analysis, and Hayes process method.	The results submit that there is a definite advantage in choosing an expert influencer over an attractive celebrity influencer while planning the marketing communications of consumer electronics products.
12.	Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional posts.	110 respondents	china	PLS (Partial Least Square) analysis method	Findings reveal that highly credible brands featured in Instagram posts have a positive impact on message credibility, attitude toward the ad, purchase intention, and eWOM intention. Theoretical and managerial implications are discussed.
13.	Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs.	325 U.S. consumers' responses	Hong Kong	PLS (Partial Least Square) analysis method	Grounded in human brand theory, our study drew new attention to the relationship between SMIs and their followers and focused on their attachment development mechanism and its casual factors and effects. While previous research focused predominantly on identifying the mechanism of SMIs' influence over their followers, our study shed light on identifying the mechanism by which social media followers developed strong attachments to SMIs.

2. Impact of Influencer Marketing, Product Quality on Gen Z Purchase Intention

This study found that the use of *influencers* is an effective marketing strategy in marketing a product, especially if the target market is Generation Z. Because by using *influencers*, not only can it increase consumer confidence in the products offered (Kim *et al.,* 2018), but it can also influence Generation Z's interest and decision to choose the brand and then buy it. This is in line with the theory stating that Influencers here are third parties who can greatly influence consumer purchasing decisions, as well as public perceptions and preferences for the brand. Joseph Grenny et al, (2013). The results of this study are in line with research conducted by Cabeza-Ramírez (2022) which states that *Influencer Marketing* has a positive influence on Purchasing Decisions. The same thing was also stated by Dwidienawati (2020), in her research which concluded that *Influencer Marketing* has a significant influence on Purchasing Decisions. The results of this study are not in line with research conducted by Susilawati, A. D., Hanfan, A., & Anugrah, F. H. (2021), which concluded that *Brand Ambassadors* have no effect on consumer purchasing decisions. The same thing was stated by Evriana Nur 'Aini. (2016), in her research concluded that Brand Ambassadors have no effect on purchasing decisions.
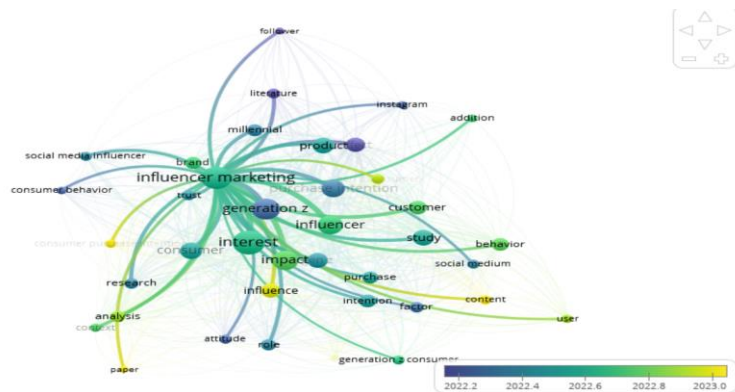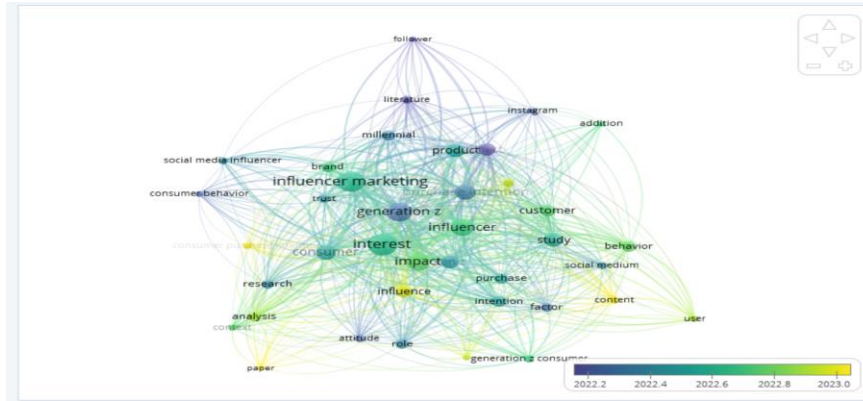

**Figure 4. Results of Network Visualization Analysis on VOSviewer**

From the results in Figure 4, *network visualization* shows that after filtering 584 keywords with a minimum criteria of two appearances, there are 39 keywords that meet this threshold. The node and word sizes in Figure 3 represent the weight of each key, with the word "*Influencer Marketing*" showing the highest weight. In addition, the distance between nodes reflects the strength of the relationship between them; the shorter the distance, the stronger the connection. Nodes that share the same color indicate a cluster, where purple clusters indicate the strongest relationships. These clusters connect terms such as *Influencer Marketing, Millennial, Brand Customer, Product Quality* and Social Media, indicating that there is a close relationship between these variables in the context of this research.

Source: Author's own work (2024)

Figure 5.Overlay Visualization Analysis Results on VOSviewer

From the results in Figure 5, the *overlay visualization* maps the historical traces of research related to *Influencer Marketing* Dark-colored nodes indicate research that has been conducted in the past within a predetermined period of time. Conversely, the color of the nodes related to the *Influencer Marketing* terminology indicates that research related to this field began in 2022 and is still relatively new. This indicates a growing interest and increasing research focus on the *Influencer Marketing* phenomenon in an academic context, and opens up opportunities for further research to explore aspects that have yet to be fully researched.
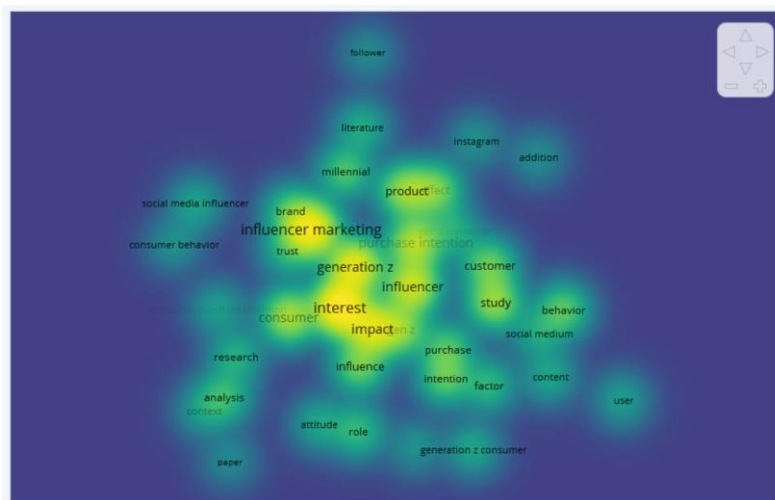
Source: Author's own work (2024)

Figure 6.Density Visualization Results in VOSviewer

From the results in Figure 6, the *density visualization* shows that *Influencer Marketing*, *Product Quality* and other variables such as *Generation Z, Impact, Interest, Product, Brand, Trust* are in one cluster with yellow nodes. Although the yellow color is not too bright, it indicates that the topics are related, but the intensity of the connection is still in its early stages. This means that there is a great opportunity to make these topics the subject of further research, especially by analyzing the relationship between these variables. This approach can provide

deeper insights into how each variable influences and contributes to the *Influencer Marketing* phenomenon.

Table 2. Brand Experience Dimensions on the Aspect of Customer Satisfaction

No	Variable	Dimensions	Indicator	Author
1.	Brand Experience	1. Credibility 2. Attraction 3. Powe	1.Credibility Credibility is a set of perceptions associated with skill and objectivity, this skill can be attributed to the influencer's knowledge of the product being promoted. 2. Attraction Influential attraction has two characteristics: the first priority (attraction), which means the physical aspect of the influential vision, and the second analogy (analogy), which is the emotional image of the advertisement. 3. Power It is the power of the extent of the effect the influencer exerts and the extent of the effect of convincing consumers to buy the influencer's proposed product.	Imawan, 2021
			a. Visibility (Popularity) Visibility is how popular or well-known the figure (influencer) representing the product is. product. b. Credibility (Credibility) Credibility is a matter of perception, so credibility can change depending on the perceiver (communicator), the use of the influencer influencers make advertisements get more attention from consumers, but if the credibility of the the influencer is judged not or worthy, then the goal is not achieved. The characteristics possessed are: expertise and trustworthiness (trustworthiness). c. Attractiveness (When individuals find something in an influencer that they find attractive, persuasion occurs through identification, i.e. when individuals perceive the influencer to be attractive. occurs through identification, i.e. when individuals perceive the the influencer as attractive, then individuals identify the influencer has a tendency to adopt certain attitudes, behaviors, interests, or preferences of the influencer.	Cinthya (2021)

No	Variable	Dimensions	Indicator	Author
			of the influencer. The characteristics possessed are: likability and similitude. d. Power Power is the ability to influence and follow what is displayed by the communicator. communicator.	
3.	Purchase Intention	Their experience, use, and desire for the product	1.Exploratory Interest This interest can be described as the behavior of a person or consumer who continuously seeks information about a product he is interested in and seeks information that confirms the positive qualities of the product. 2.Preferential Interest The interest of a person or consumer in describing the behavior of a person or consumer in relation to the basic preferences of the selected product. This arrangement can only be changed if something happens to the selected product. 3.Transactional Interest Interest in the tendency of individuals or consumers to buy a product. For this purpose, consumers are interested in buying the products they need or want.	Saputro & Sugiharto, 2018

5. CONCLUSIONS AND SUGGESTIONS

Based on the theoretical explanation above, it can be concluded that the product is determined by the extent to which the product meets or exceeds customer expectations. This understanding emphasizes the importance of ensuring that products meet certain standards desired by customers or industries. The use of quality indicators such as quality certification, laboratory tests, and customer feedback is important in measuring and ensuring product quality. Koswita & Restuti (2019) product quality can be defined as the product's ability to perform its usefulness, including durability, reliability, accuracy, ease of use, and improvement.

Product quality meets customer expectations at the same time *influencer marketing* becomes an important role. *Influencers* refer to individuals or social media figures who have a large number of followers, and whose content can influence or trigger reactions from their followers. *Influencer* selection is usually based on their skills, expertise, popularity and reputation. Besides just promoting the product, *influencers* are also expected to provide information and special perks related to the product. Companies are very interested in cooperation with *influencers* because they are considered authentic, trustworthy sources of information and have a connection with a large audience, providing added value to the brand (Audrezet *et al*., 2023).

Consumer purchase decisions involve a process that takes place long before the actual transaction and can take time. The consumer purchase decision-making process consists of five

stages, namely problem recognition, information search, alternative evaluation, purchase decision making, and post-purchase actions. Ultimately, it is the consumer who is responsible for making this decision. Every day, consumers are faced with these decisions, and various internal and external factors influence their decision process (Istiqomah & Syahruddin, Achmad 2023). Therefore, people's method of solving the problem of purchasing goods and services involves certain steps before finally making a decision.

Influencer marketing is one of the company's strategies in achieving their strategic goals by utilizing influencers as messengers for products or brands so that they can reach a wider market. Brand is the identity of a company, where the company must build a good brand image so that potential customers can remember and a good image of a product can be attached to potential customers. The results of this study show that many factors influence consumer behavior, including the role of *influencers,* product quality, and social media marketing strategies.

Suggestions for the literature include the addition of international case studies for comparison, analysis of Generation Z consumer psychology, review of technological and social media developments, discussion of ethical issues in influencer marketing, and consideration of the use of qualitative research methods to gain in-depth insights.

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