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## “Impact of Influencer Marketing”

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### ABSTRACT:

In the era of social media where content is consumed faster than anything, the voice of an influencer carries more value than a traditional promotions and ads. This research deep into how influencers shaping the behaviours of millennials and GenZ , with the real world example of two well known brands NYKAA and MAMAEARTH, both the brands have successfully embraced digital storytelling. This paper blends information and emotional blend to explore why and how new generations indulging with influencer’s content. From regional to social media platforms behaviours the study draw a humanize picture of evolving around consumers.

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### INTRODUCTION

Now marketing is not only about selling products and profit, now its about people and public image. The digital blueprint has shifted from brands to voices that feel real and relatable. Influencer marketing has grown way beyond entertainment by its indulging content to reaching niche audiences, attract new people and build brand presence in market.

Its cultural force for millennials and GenZ, these two generations born in digital world era, and crave for authenticity, storytelling and emotional connections between brand and audience.

Its becomes imperative to exploring and understands the depth of influence that social media platforms personalities over millennials and GenZ. Whether its for youtuber, a fashion enthusiast on instagram, or wellness coach on tikto, bringing brands to life in a unique way that traditional patterns cannot. As this form of marketing grows quickly and understand their impact on these generations is not just relevant, its essential.

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### OBJECTIVES

- To assess the regional differences in influencer marketing impact across various city tiers.
- To examine the effectiveness of micro vs. Macro influencers in creating purchase conversions.
- To analyze the emotional and psychological triggers in influencer content that drive engagement.
- To compare generational differences in social media usage and content consumption behavior.

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### LITERATURE REVIEW

The literature confirms that social media isn’t just about entertainment, its a marketplace, a classroom and community, that we can see clearly in our daily life.

Studies by Richa and Divyaditya singh have shown that new generation trust in influencer stems from their perception of influencers as peers, not celebrities.

And on other hand millennials still value expertise but give responses better when its delivered with a human touch. A recurring theme in presenting research is the power of real stories over polished promotions.

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### RESEARCH METHODOLOGY

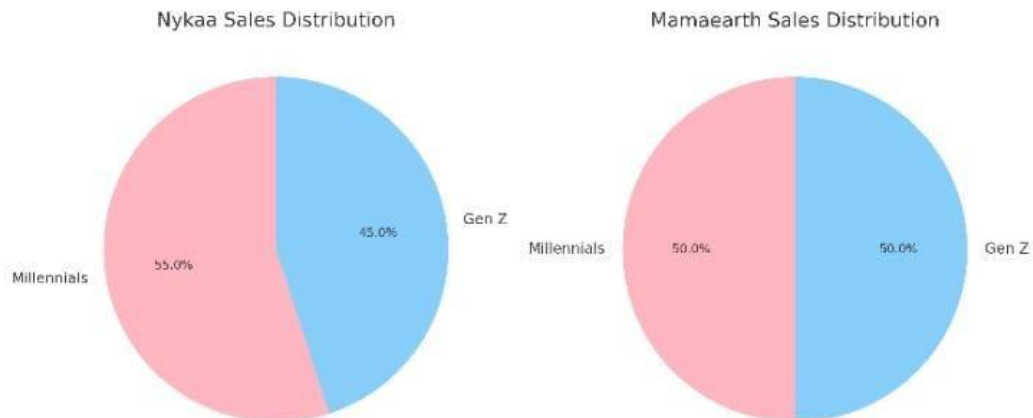
- A qualitative and descriptive approach that prioritize human behaviour over hard metrics
- Data collection case studies, published research paper, social media insights.
- Tools interpretation of secondary sources, emotional mapping and platforms wise engagement analysis.

## RESEARCH GAP ANALYSIS

1. Urban centric research bias
2. Micro vs macro impact
3. Emotional and psychological triggers
4. Platforms specific behavior
5. Trust and authenticity interplay

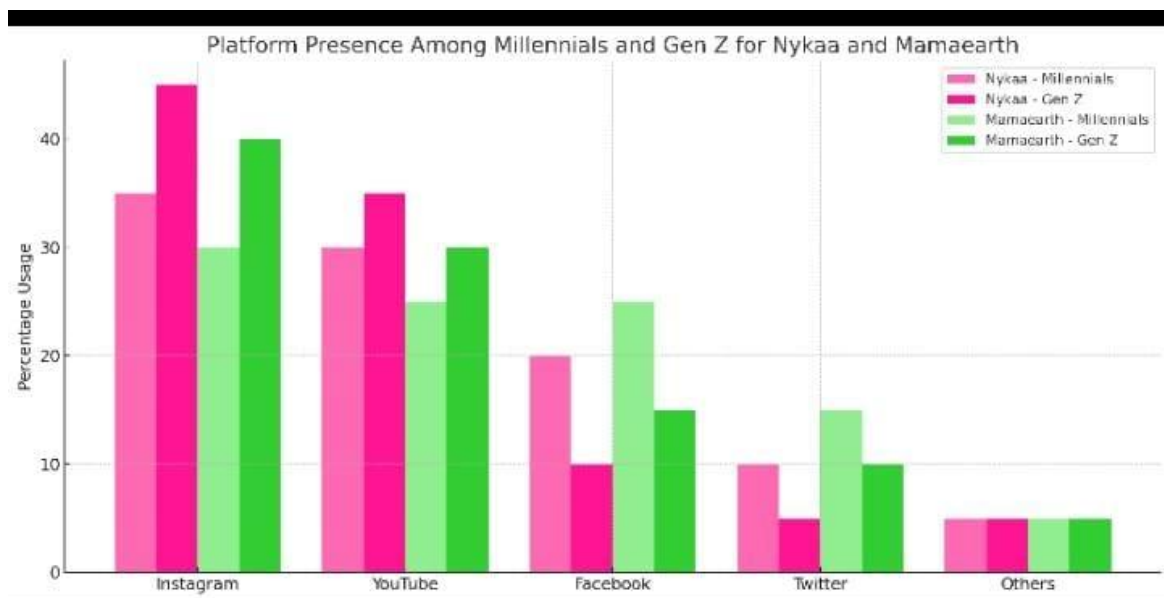
## DATA ANALYSIS AND INTERPRETATION

### Sales impact



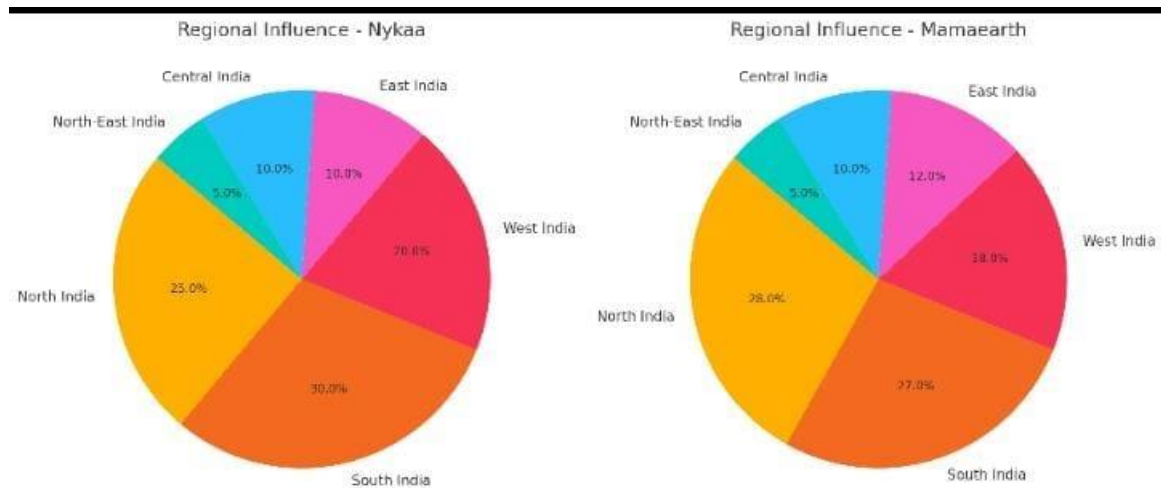
Nykaa attracts slightly more millennials 55% compared to genz 45% and mamaearth attracts millennials sees equal engagement 50% from each group. This balance reflects mamaearths in inclusive, ethical brand voice and nykaa aspirational yet accessible luxury model.

### Platform Preferences



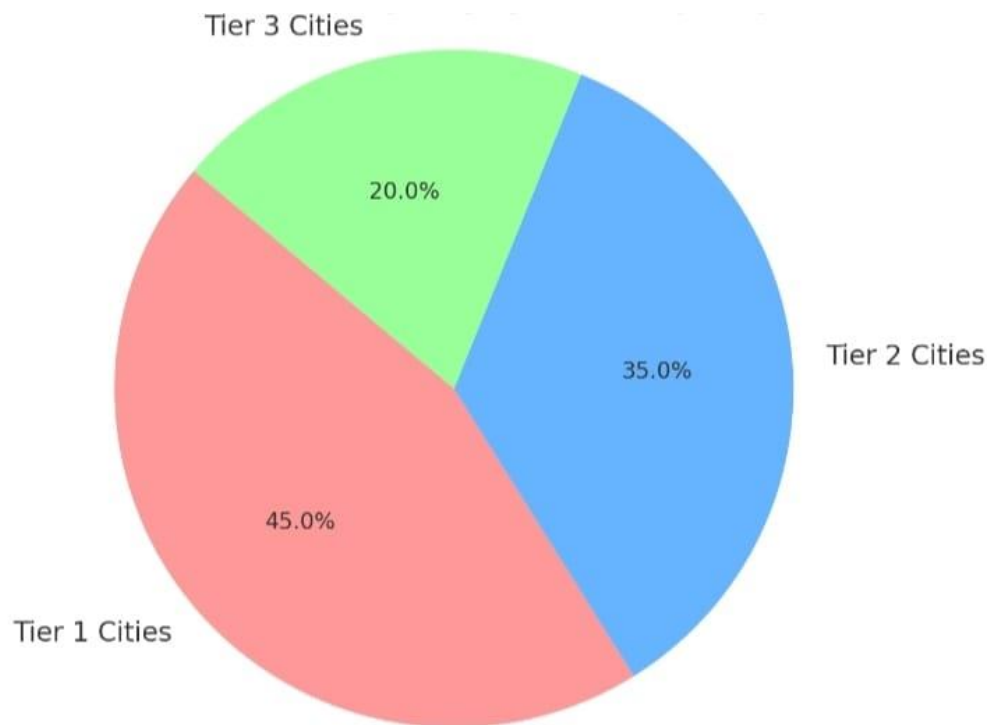
GenZ attracts towards short form aesthetic content on social media, millennials still dominate facebook and blogs and more inclined to in depth reviews before making purchases.

### Regional influence



In towns and tier 3 cities, influencers who speak the local language and mirror local values generate stronger emotional connections.

### City tiers



**Tier 1** consumers respond to aspirational content with premium influencer collaboration. Tier 2 audiences seek a mix of aspirations and practicality relatable creators with a hint of luxury. Tier 3 audiences value utility, local languages and real life storytelling often shared by micro or nano influences.

## RESULTS AND FINDINGS

- GenZ wants to feel the story. They relate to the journey of someone who struggling to get rid of acne and now glows.
- Millennials value bring high engagement especially among GenZ. They're considered one of us.
- Regional creators are not creating content, their authenticity drives real conversations and conversions.
- Emotional triggers such as personal stories, and transformative journeys are more impactful than endorsements.

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## RECOMMENDATIONS

- Tell stories not only sell products.
- Choose real over perfect.
- Use platforms specific content
- Go regional with pride
- Track meaningful metrics

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## CONCLUSION

In today's fast-moving digital world, influencer marketing isn't just a strategy it's a conversation. It's how brands like Nykaa and Mamaearth speak to two very different, yet deeply connected generations: Gen Z and Millennials.

These two age groups may scroll the same platforms, but they're not looking for the same things.

Influencer marketing is highly effective in shaping purchase decisions for both generations, but: Gen Z is trend-sensitive, visual-first, and responds better to authentic, relatable micro-influencers.

Millennials are value-driven, seeking credible information from influencers who represent expertise and lifestyle compatibility.

They follow influencers who educate, not just entertain. A millennial buyer doesn't just want to know how a product looks they want to know how it works, what's inside it, and whether it's worth their money and time.

Both generations are digitally active, but content format, tone, and influencer credibility must be tailored to the generation.

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