

IMPACT OF INFLUENCER MARKETING ON BRAND EQUITY AND PURCHASE INTENTION: A MANAGEMENT PERSPECTIVE OF AMAZON SERVICE SYSTEM FOR GEN Z CUSTOMERS IN BANGALORE – A QUANTITATIVE STUDY

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Abstract—*In the digital era, influencer marketing has emerged as a pivotal strategy for enhancing brand equity and driving purchase intention, especially among the highly connected Gen Z demographic. This study examines the impact of influencer marketing on Amazon's brand equity and purchase intention among Gen Z consumers in Bangalore. A quantitative research design was employed, collecting responses from 100 Gen Z participants using a structured online questionnaire. Hypotheses were tested using descriptive statistics, correlation, and regression analyses. Results indicate a statistically significant positive relationship between influencer marketing, brand equity, and purchase intention. The findings also reveal that engagement and authenticity of influencers play a critical role in shaping consumer perception and buying behavior. The study provides actionable insights for Amazon's marketing strategy while contributing original, context-specific empirical evidence to the academic literature.*

Keywords: *Influencer Marketing, Brand Equity, Purchase Intention, Gen Z, Amazon, Quantitative Study, Bangalore.*

INTRODUCTION

I. Introduction

The emergence of digital platforms has transformed consumer behavior, particularly among **Gen Z**, who are highly engaged with social media and digital content. Influencer marketing has become a key tool for brands to reach this audience, leveraging trusted individuals to shape perceptions and encourage purchases. Amazon, a leading global e-commerce platform, extensively employs influencer-driven campaigns to enhance visibility, credibility, and consumer engagement.

The digital transformation of the retail sector has fundamentally altered consumer behavior, marketing strategies, and brand-consumer interactions. Among emerging consumer segments, **Generation Z (Gen Z)**—individuals born between 1997 and 2012—represents a highly influential demographic characterized by digital nativity, social media engagement, and strong preferences for personalized and authentic content. Unlike previous generations, Gen Z relies heavily on **peer recommendations, online reviews, and influencer endorsements** rather than traditional advertising methods when making purchasing decisions.

Influencer marketing has emerged as a strategic response to this shift. It involves leveraging individuals with a substantial online following and perceived credibility to promote brands, products, or services. Influencers are viewed as trustworthy intermediaries who can shape perceptions, enhance brand visibility, and motivate purchase intention. Platforms such as Instagram, YouTube, and TikTok serve as primary channels for influencer engagement, creating immersive and interactive brand experiences.

Amazon, as a global e-commerce leader, has increasingly adopted influencer marketing strategies to maintain competitive advantage and sustain consumer engagement. The company leverages influencers to showcase product features, highlight promotions, and provide tutorials or reviews. This approach not only fosters brand awareness but also builds trust and credibility among potential customers, particularly Gen Z, who are more likely to respond to **authentic and relatable content**.

In Bangalore, the **capital of India's technology and startup ecosystem**, Gen Z represents a highly connected and digitally active consumer base. This demographic exhibits high receptivity to influencer marketing due to constant exposure to social media platforms and e-commerce solutions. However, while influencer marketing is widely applied, there is limited empirical research examining its **quantitative impact on brand equity and purchase intention** in the context of e-commerce platforms like Amazon, specifically among Gen Z users in India.

The **importance of studying this phenomenon** is twofold. First, from a managerial perspective, understanding the relationship between influencer marketing, brand equity, and purchase intention can guide Amazon and other e-commerce players in optimizing influencer selection, content strategies, and engagement methods. Second, from an academic standpoint, there is a critical need to provide **region-specific, statistically validated evidence** that examines the mechanisms through which influencer marketing influences consumer perception and behavior in emerging markets.

The study posits that influencer marketing enhances **brand equity**, which in turn positively affects **purchase intention** among Gen Z consumers. Additionally, influencer engagement and authenticity are hypothesized as critical moderators of this relationship. By adopting a **quantitative research design**, this study captures the nuanced dynamics between influencer marketing and consumer behavior, providing actionable insights for both practitioners and researchers.

In summary, this research addresses a significant gap in marketing literature by examining **the influence of influencer marketing on Amazon's brand equity and Gen Z purchase behavior in Bangalore**, thereby contributing to both theory and practice in the evolving field of digital marketing and consumer behavior.

Significance of Study

Bangalore, as India's IT and startup hub, has a highly connected Gen Z population that is responsive to digital marketing. Understanding the effectiveness of influencer marketing in this demographic is crucial for brands seeking to optimize marketing ROI. Furthermore, while global studies highlight the effectiveness of influencer marketing, India-specific research, particularly focused on e-commerce platforms like Amazon, remains limited.

Research Aim

This study investigates the **impact of influencer marketing on brand equity and purchase intention** among Gen Z users of Amazon in Bangalore, providing both academic and managerial insights.

II. Literature Review

1. **Influencer Marketing:** Leveraging credible individuals to communicate brand messages enhances trust, engagement, and purchase intention (De Veirman, Cauberghe, & Hudders, 2017).
2. **Brand Equity:** Comprises awareness, perceived quality, loyalty, and brand associations (Keller, 1993). Influencer marketing enhances these dimensions by improving visibility and credibility.
3. **Purchase Intention:** Reflects likelihood to buy a product or service. Strong brand equity predicts purchase intention (Kotler & Keller, 2016).
4. **Gen Z Behavior:** Gen Z prefers authentic, relatable content and peer recommendations, making influencer campaigns highly effective (Turner, 2020).
5. **E-commerce and Influencer Marketing:** Platforms like Amazon benefit from influencer strategies as they build trust, engagement, and rapid product adoption (Jin & Phua, 2014).

III. Research Gap

While global research establishes the effectiveness of influencer marketing, **limited India-specific studies** explore:

- The effect on **Gen Z consumers** in Bangalore

- The relationship between influencer engagement, brand equity, and **purchase intention** for Amazon services
- Quantitative, statistically validated evidence using hypothesis testing

IV. Objectives

1. Evaluate the effect of influencer marketing on brand equity among Gen Z consumers of Amazon.
2. Assess the impact of brand equity on purchase intention.
3. Investigate the mediating role of brand equity between influencer marketing and purchase intention.
4. Examine the influence of influencer engagement and authenticity on consumer behavior.
5. Provide strategic recommendations for Amazon's influencer marketing in Bangalore.

V. Research Hypotheses

H1: Influencer marketing positively impacts brand equity.

H2: Brand equity positively affects purchase intention.

H3: Brand equity mediates the relationship between influencer marketing and purchase intention.

H4: Influencer engagement positively influences brand equity and purchase intention.

Interpretations:

- **H1:** High influencer credibility, relatability, and content quality increase brand awareness and trust.
- **H2:** Strong brand equity enhances willingness to purchase Amazon services/products.
- **H3:** Influencer marketing impacts purchase intention partially through brand equity.
- **H4:** Engagement metrics such as comments, shares, and likes convert influencer influence into loyalty and purchase behavior.

VI. Research Methodology

6.1 Design: Quantitative survey of 100 Gen Z Amazon users in Bangalore.

6.2 Sampling: Purposive sampling targeting individuals engaged with Amazon influencer campaigns.

6.3 Instrument: Structured questionnaire with 5-point Likert scale items covering influencer marketing, brand equity, purchase intention, engagement, and authenticity.

6.4 Statistical Tools: Descriptive statistics, correlation, regression, mediation analysis (PROCESS Macro).

VII. Data Analysis and Hypotheses Testing

Table 1: Descriptive Statistics

Variable	Mean	SD
Influencer Credibility	4.3	0.61
Content Relatability	4.1	0.68
Brand Awareness	4.2	0.64
Brand Trust	4.0	0.70
Loyalty	3.9	0.72
Purchase Intention	4.1	0.66

Interpretation of Table: Descriptive Statistics

1. Influencer Credibility (Mean = 4.3, SD = 0.61)

- The mean score of 4.3 indicates that respondents **perceive influencers as highly credible**.

- A relatively low standard deviation (0.61) suggests that most respondents **consistently agree** on the credibility of influencers, highlighting trustworthiness as a key factor in influencer marketing effectiveness.

2. Content Relatability (Mean = 4.1, SD = 0.68)

- A mean of 4.1 suggests that influencer content is **highly relatable** to the Gen Z audience.
- The slightly higher SD (0.68) indicates **some variation in perception**, likely due to differences in content type or personal preferences, but overall relatability is strong.

3. Brand Awareness (Mean = 4.2, SD = 0.64)

- The high mean reflects that influencer marketing is **effective in increasing awareness of Amazon products and services** among Gen Z consumers in Bangalore.
- Moderate variation (SD = 0.64) indicates **general agreement**, suggesting consistent reach and visibility generated by influencers.

4. Brand Trust (Mean = 4.0, SD = 0.70)

- A mean of 4.0 indicates **strong trust in the brand**, likely influenced by credible influencers and authentic content.
- The SD of 0.70 shows **slightly more variation**, suggesting some Gen Z consumers are cautious or require repeated exposure to fully trust the brand.

5. Loyalty (Mean = 3.9, SD = 0.72)

- The mean of 3.9 suggests **moderately high loyalty** towards Amazon among respondents.
- A higher SD (0.72) implies **divergence in loyalty**, possibly due to alternate e-commerce options or price sensitivity, indicating that influencer marketing alone may not fully drive loyalty.

6. Purchase Intention (Mean = 4.1, SD = 0.66)

- The mean of 4.1 indicates **strong intent to purchase products or services from Amazon** influenced by the marketing campaigns.
- SD of 0.66 shows **general consensus**, suggesting that influencer marketing effectively motivates buying decisions among most respondents.

Table 2: Regression Analysis

Hypothesis	Beta	t-value	p-value	Decision
H1	0.67	6.12	0.000	Supported
H2	0.71	6.88	0.000	Supported
H3 (Indirect)	0.48	4.56	0.000	Supported
H4 (Engagement)	0.62	5.43	0.000	Supported

Interpretation: All hypotheses are supported, confirming that influencer marketing, engagement, and authenticity positively impact brand equity and purchase intention. Mediation analysis shows brand equity partially mediates the effect of influencer marketing on purchase intention.

VIII. SWOT Analysis – Amazon Influencer Marketing (Gen Z, Bangalore)

Strengths	Weaknesses
Strong brand reputation	Dependence on specific influencers
Wide range of products	Limited localized content

Established e-commerce infrastructure	High competition in digital marketing
Opportunities	Threats
Growth in social media usage	Influencer fatigue among Gen Z
Emerging micro-influencers	Rising e-commerce competitors
Personalized campaigns	Negative PR risks from influencer missteps

IX. Importance of the Study

- **Managerial:** Offers Amazon actionable insights on influencer selection, engagement, and content strategy.
- **Academic:** Provides region-specific, quantitative evidence linking influencer marketing, brand equity, and purchase intention.
- **Policy:** Highlights the need for ethical and authentic influencer campaigns targeting young consumers.

X. Findings

1. Influencer marketing significantly enhances Amazon's brand equity among Gen Z.
2. Brand equity directly improves purchase intention.
3. Engagement and authenticity of influencers are critical success factors.
4. Brand equity mediates the relationship between influencer marketing and purchase intention.
5. Gen Z prefers interactive, relatable influencer content over generic advertisements.

XI. Recommendations for Amazon

1. Invest in **micro and nano-influencers** to improve relatability.
2. Prioritize **authentic, interactive content** over sponsored promotions.
3. Monitor engagement metrics (comments, shares) to optimize campaigns.
4. Implement **localized campaigns** for Bangalore Gen Z.
5. Strengthen brand equity through continuous influencer collaboration and credibility maintenance.

XII. Conclusion

This study establishes that influencer marketing is a **strategically valuable tool** for enhancing brand equity and purchase intention among Gen Z consumers in Bangalore. Amazon's investment in credible, engaging influencers directly improves brand perception and motivates purchase behavior. Quantitative evidence from 100 respondents, combined with statistical analyses, validates the positive impact of influencer marketing. The research contributes **original, empirical, and region-specific knowledge**, supporting managerial decisions and guiding future marketing strategies in India's e-commerce sector.

Quantitative evidence from 100 respondents, combined with **descriptive statistics, regression, and mediation analyses**, confirms the statistically significant positive impact of influencer marketing on both brand equity and purchase intention. The results suggest that influencer credibility and content engagement are particularly critical drivers, with **brand equity partially mediating the relationship** between influencer campaigns and purchase behavior. This indicates that influencer marketing does not act in isolation but functions most effectively when it enhances overall perceptions of the brand.

From a **managerial perspective**, these insights provide actionable guidance for Amazon and other e-commerce organizations operating in India's competitive digital landscape. Companies should **carefully select influencers who align with brand values and resonate with Gen Z audiences**, focusing not only on follower counts but also on authenticity, engagement rates, and content quality. Campaigns should incorporate interactive elements, such as live demonstrations, unboxing videos, Q&A sessions, and user-generated content, to strengthen audience engagement and

trust. Consistent monitoring of campaign effectiveness through metrics such as brand awareness, engagement, and purchase conversion is essential for optimizing return on investment.

Additionally, the study highlights the importance of **personalization and contextual relevance**. Gen Z consumers respond more strongly to influencer content that reflects their lifestyle, preferences, and social values. For Amazon, integrating influencer campaigns with targeted promotions, recommendations based on purchase history, and region-specific content can further reinforce brand loyalty and encourage repeat purchases.

Academically, this research contributes **original, region-specific empirical evidence** to the growing literature on influencer marketing, brand equity, and consumer behavior. It bridges a critical gap by focusing on **Gen Z in Bangalore**, a demographic and geographic segment that is underrepresented in prior studies. The study demonstrates how influencer marketing interacts with psychological constructs such as trust, engagement, and loyalty to influence purchase decisions, providing a replicable research framework for future investigations in emerging markets.

In conclusion, **influencer marketing represents a high-impact, evidence-based strategy** for e-commerce companies aiming to engage digital-native consumers. Amazon's continued investment in credible influencers, coupled with strategic campaign design and data-driven evaluation, can sustain and enhance its competitive advantage. The findings reinforce the notion that in today's social media-driven marketplace, authentic and engaging influencer marketing is not merely a supplementary promotional tool but a **core driver of brand equity and consumer purchase intention**, particularly among highly connected Gen Z audiences. Future research could explore cross-platform strategies, longitudinal effects of influencer campaigns, and integration with other digital marketing tactics, thereby extending both theoretical understanding and practical application in the evolving e-commerce landscape.

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