

Measuring the impact of influencer marketing on Generation Z's purchasing intentions on 'skin care products' in Dhaka Bangladesh.

Soarise

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



May 2025

Internship Report Approval Form

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Internship

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Plagiarism declaration

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Name: Arian Ahmed Oaishiq

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Signature



Date: 5/5/2025

Letter of transmittal

May, 2025

Shawkat Tanveer Rahman,
Senior Lecturer ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)
688 Beribadh Road, Mohammadpur, Dhaka- 1207

Subject: Submission of Internship report on measuring the impact of influencer marketing on Generation Z's purchasing intentions on 'Skin care products' in Dhaka, Bangladesh.

Dear Sir,

With due respect, I would like to inform you that I have completed my internship report on Measuring the impact of influencer marketing on Generation Z's purchasing intentions on 'Skin care products' in Dhaka, Bangladesh. The internship report titled "Measuring the impact of influencer marketing on Generation Z's purchasing intentions on 'Skin care products' in Dhaka, Bangladesh." has been prepared for the fulfillment of my internship report according to the prerequisites of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have tried my best to compile the concepts which I have learned in my Bachelor of Business Administration along with some experience gathered from the internet for taking relevant information regarding the report. I hope that it will find your acknowledgment. I am looking forward to your valuable feedback.

Sincerely,

Arian Ahmed Oaishiq
ID: 203011001
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Acknowledgement

I would like to begin by expressing my sincere gratitude to the All-Powerful Allah for providing me the fortitude and composure to complete the assignment in the permitted amount of time. The internship report is a crucial component of the BBA curriculum since it allows students to observe and participate in the everyday tasks of the firms they have chosen, gaining real-world information and experience.

I have completed my internship with Soarise, an EdTech startup with the goal of bridging the gap between theoretical learning and practical learning.

Then, I would like to extend my profound gratitude and heartfelt thanks to Mr. Shawkat Tanveer Rahman, my internship supervisor at ULAB, who provided me with constant guidance, emotional support, insightful instructions, and advice during the course of my studies and research work. Also, I would like to express my sincere gratitude to Mrs. Anika Raihana, Manager, Operation of Soarise, for her unwavering support and direction, without which I could not have completed my internship efficiently.

Finally, I want to express my gratitude to the entire Soarise crew. Throughout my internship, they assisted me by providing any information I needed. Their guidance, constructive criticism, and kind patience went a long way toward helping me develop my research and writing skills. Without their support, finishing the dissertation and giving it a final shape would not have been achievable.

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation to do the internship

As a University of Liberal Arts Bangladesh's marketing student pursuing a bachelor's degree in business administration, I was excited to apply my education and experiences in Brand Management, Client Servicing, CRM, and Sales to develop practical skills.

The idea of working for a company dedicated to bridge the gap between theoretical learning and practical learning appealed to me since it would give me a priceless chance to advance my career and gain knowledge from professionals in the field during my internship.

1.2 Internship search process

In Bangladesh, the job market is very competitive right now. It may be a worthwhile experience, though, provided one is prepared to learn from the job-hunting process and apply appropriately. Finding a startup was my goal because they have a lot to teach us about modern business methods and are also learning and innovating. I have submitted applications to numerous organizations with similar viewpoints and have even participated in a few interviews, nevertheless, the work environments of those companies did not initially align with my preferences. I discovered a Marketing Internship position at 'Soarise' on LinkedIn during the application process, and I promptly filled out the required paperwork and sent them my resume and cover letter.

1.3 Internship interview process

A week after submitting my application, I received an interview invitation at their Banani office. Upon entering, I was struck by the positive atmosphere that helped me calm down. Unlike a standard Q&A session, the interview was more conversational. I appreciated how they inquired about the smallest aspects on my resume, showing that they were interested. At the conclusion of the interview, the CEO and Co-founder of 'Soarise' provided me with an outline of the organization and the work. This increased my self-assurance and optimism that I would be able to join their team.

1.4 About the organization



Based, Bangladesh, Soarise is a progressive educational and professional development institution. Through skill-based training, professional mentoring, and immersive learning experiences, it aims to close the knowledge gap between academia and industry demands. With an emphasis on equipping students for success in the real world, Soarise offers degrees in fields like marketing, communications, and digital innovation that combine academic rigor with real-world application. The organization hopes to develop a new generation of competent professionals who can succeed in both domestic and foreign markets by placing a high priority on employability, entrepreneurship, and global readiness.

1.4.1 Mission:

To facilitate employment and entrepreneurship by equipping students with employable, job-ready skills through individualized learning opportunities, career guidance, and practical career support.

1.4.2 Vision:

To become a transformative force in the education-to-employment ecosystem in Bangladesh, while fostering global career pathways and innovation-driven growth.

1.4.3 Market position:

Soarise positions itself uniquely in the Bangladeshi market as a first-of-its-kind initiative focused on integrated learning and professional placement. By collaborating with both local and international partners, it aspires to set a benchmark in modern, career-focused education.

Chapter 2: About the internship

2.1 Activities of the department

I had the opportunity to work on both marketing and client management during my internship at Soarise, which essentially forced me to take on a wide range of duties in the company's business development division.

In addition to managing clients and making sales pitches, the responsibilities included creating marketing content, which gave me the chance to use my creativity on a business scale.

2.2 Work environment

The Banani office of Soarise was a distinctive fusion of a lively, collaborative area and home-based architecture. Despite the physical surroundings, the working atmosphere fostered a culture of cooperation and mutual support since the people there had a positive outlook and were driven. Instead of being confined to their divisions, the groups had a sense of multifunctionality, where people with various professional backgrounds worked together to accomplish common objectives during brainstorming or problem-solving sessions. Their combined ideas and distinct abilities contributed to the creation of a vibrant and welcoming workplace.

Informal communication was made possible by open house initiatives, frequent team meetings, department heads' daily drills, departmental morning stand-ups, and end-of-work hour wrap-ups. A culture of empowerment and development was also promoted by the leadership of Soarise, which inspired staff members to participate, try out novel concepts, and keep developing their abilities.

2.3 Duties and responsibilities

During my internship at Soarise, my duties included major responsibilities within the marketing department, these includes:

2.3.1 Content creation: The generation of marketing materials that we use to promote our businesses and increase brand visibility, including editorials, social media posts and website copy.

2.3.2 Customer management: Managing customer relationships, handling inquiries and providing support to ensure and maintain a high level of satisfaction.

2.3.3 Sales: Connecting with potential leads, marketing our services, and solidifying client relationships to drive business growth.

2.3.4 Collaboration: We work with cross-functional teams to develop marketing campaigns, optimize sales strategies, and align business objectives with customer needs.

From customer service and marketing to sales, these responsibilities provided invaluable practical expertise in a variety of business growth areas.

2.4 Educational learning with internship

Working at Soarise allowed me to put the theoretical knowledge I acquired from the University of Liberal Arts' Bachelor of Business Administration program in Bangladesh to use in practical settings. For instance, my marketing coursework offered me the basis for developing engaging content and promotions, and my personal selling and sales force management and consumer behaviour coursework equipped me with the abilities I needed to manage connections and engage with potential customers more effectively. Furthermore, my research and brand management skills came in very handy when performing market research and creating marketing plans. All in all, my internship helped me better grasp important ideas and gave me real-world information about my subject of study, bridging the gap between academic learning and real-world application.

Chapter 3: Self-Reflection

3.1 Feedback on internship

When I think back on my internship at Soarise, I am appreciative of the worthwhile lessons I picked up and the progress I made. The chance to put my academic knowledge to use in a practical setting was one of the most fulfilling parts. I was able to interact with potential clients and create marketing materials for them, as well as work with cross-functional teams. However, despite my accomplishments, I also encountered many difficulties during my training. Adapting to the fast-paced, dynamic startup environment, where priorities are always shifting and deadlines are tight, is one of the biggest challenges. This demands flexibility as well as excellent time management skills. It was also difficult to balance other tasks, such as product development, sales pitches, etc., necessitating cautious and priority. In spite of these difficulties, I believe they contributed significantly to my growth both personally and professionally. My capacity to solve problems was improved by overcoming challenges, and I learned the value of adaptation and determination in the face of difficulty. Additionally, I was able to pinpoint my areas of weakness and put strategies for ongoing learning and development into action because of the helpful feedback I gained from supervisors and coworkers.

3.2 How could I do better and how the Organization could utilize me better

I want to constantly ask supervisors and coworkers for feedback in order to pinpoint areas that need work and put suggestions into action in order to improve my performance and offer more to the company. By taking advantage of opportunities for professional growth and continuous learning, I will be able to expand my skill set and stay up to date on best practices and trends in the field. Developing my time management abilities will help me better balance a variety of obligations and meet deadlines, and having open discussions with teammates will guarantee that everyone is on the same page regarding priorities, goals, and project updates.

The company could offer me precise instructions on roles, duties, and expectations to make better use of me, guaranteeing alignment and increasing output. I could progress within the company if training initiatives and tools were made available to enhance my role-related and career-oriented abilities. I would be able to reach my full potential if my accomplishments and efforts were acknowledged and rewarded, and if I was given chances to develop and progress within the company.

3.3 How can they improve the work experience for future interns

3.3.1 Functional Improvement

Encourage employees to broaden their skill sets beyond their assigned duties and investigate various positions in different fields. Promote a creative culture by giving team members the opportunity to work on cross-functional initiatives or take on challenging duties to broaden their experiences.

3.3.2 Wellness plans

Provide employees with a variety of healthcare programs that address their physical, mental, and emotional health, such as virtual fitness instruction, cognitive challenges, and fitness task. Offer employees tools and support, including compensated time off, days for mental wellness, or discounted memberships, to help them prioritize self-care and work-life balance.

Chapter 4: Personal development plan

My internship experience has highlighted key areas of growth and development, prompting me to set clear short-term and long-term goals for my personal and professional advancement.

4.1 Short term goals

- Strengthen my communication and report-writing skills by engaging in academic and professional writing regularly.
- Enhance my time management and organizational abilities to meet deadlines more efficiently.
- Develop a foundational understanding of project coordination and team collaboration in a professional setting.
- Improve my technical proficiency in commonly used tools such as Microsoft Office Suite, Canva, and project management platforms like Trello or Asana.

4.2 Long term goals

- Establish a strong career foundation in my chosen field, with a focus on leadership and strategic decision-making roles.
- Pursue advanced training or certification in areas aligned with digital communication, strategic marketing, or business development.
- Build a personal brand and professional network by participating in relevant workshops, conferences, and industry events.
- Contribute meaningfully to an organization through innovative thinking, problem-solving, and social impact initiatives.

4.3 Skills I aim to learn in the future

As I progress through my academic and professional journey, I am committed to acquiring the following skills:

- **Data Analysis and Visualization:** To interpret and present data effectively for decision-making.
- **Public Speaking and Presentation:** To deliver impactful messages with confidence and clarity.
- **Strategic Planning and Management:** To align goals with actionable outcomes in a business environment.

- **Creative and Digital Design Tools:** Including Adobe Creative Suite or similar platforms to enhance content creation.
- **Leadership and Team Management:** To lead projects and people effectively while fostering a positive work culture.

PART- B

Measuring the impact of influencer marketing on Generation Z's purchasing intentions on 'Skin care products' in Dhaka, Bangladesh.

Executive summary

Social media influencers have become important sources of information and motivation for consumers, especially in the skin care industry. This study focuses on understanding the impact of influencer marketing on Generation Z' purchasing intentions on skin care products in Dhaka Bangladesh, with a specific focus on how different attributes of influencers influence the purchasing intentions. The study aims to provide insights into the factors of influencers that affect Generation Z's purchasing intentions on skin care products. The objective of the study is to examine the impact of influencer marketing on Generation Z's skin care products purchasing intentions. To achieve the objectives this study adopts a quantitative research approach to measure the impact on purchasing intentions. A total of 30 samples were collected from the respondents aged 18-30 years through convenience sampling technique. The data were examined using descriptive statistical method. The findings shows that influencer marketing has a positive impact on purchasing intentions of skin care products among Generation Z. Additionally the study highlights that trustworthiness, credibility, authenticity and perceived expertise of influencer significantly impact Generation Z's purchasing intentions. Future academics and marketers will find the study's findings helpful in understanding how influencer marketing affects Generation Z's purchasing intentions of skin care products.

Chapter 1: Introduction

1.1 Background of the study

Influencer marketing has been the most popular tactic in the field of digital marketing in recent years. It entails using influencers- people with a significant internet following to market goods, service or brands in a more genuine and personalized manner than traditional advertising. This marketing strategy has become more popular to companies especially as social media sites such as Facebook, Instagram and TikTok have grown in large popularity. The target market of this particular marketing strategy are Gen Z who are born between 1997 and 2012 because 98% of Gen Z population owns smartphones while spending an average of three hours online daily, significantly higher than other generations (Grigoreva et al., 2021).

The emergence of social media influencers and the shifting interest of Generation Z consumers have significantly changed the skin care market in recent years. For skin care companies looking to use influencer marketing this group is a crucial target market due to their digital presence and demand for authenticity. A study reveals that Gen Z's skin care purchase intentions are significantly influenced by influencer marketing and Gen Z's prefer trustworthiness and authenticity of influencers (Shah et al., 2024). Another study reveals that 60% of consumers trust social media influencers for their skincare product purchase (Ananthasai et al., 2023). Another study shows that influencer marketing and social media marketing have a positive, significant impact on Gen Z's purchase intention of skin care products (Chrisniyanti & Fah, 2022). Another study highlights the importance of social influencers in influencing the purchasing decision of Gen Z with over 44% of Gen Z indicating that recommendations from influencers play a significant role in their purchasing decisions (Williams, 2020). These numbers reflect the impact of influencer marketing on Gen Z's purchasing intentions on skin care products and the importance of it. Despite its importance the study on the impact of influencer marketing on generation Z purchasing intentions on skin care products in Dhaka, Bangladesh has not been completely investigated with only a few studies has been conducted, marketers and brands often lack data driven insights.

Therefore, measuring the impact of influencer marketing on generation Z purchasing intentions on skin care products in Dhaka, Bangladesh is crucial. The study aims to provide insights into the factors of influencers that affect Generation Z's purchasing intentions on skin care products, while examining the impact of influencer marketing on Generation Z's skin care products purchasing intentions. This study will be useful for skincare brands and marketers to have a better understanding and obtain more relevant information in utilizing influencer marketing to demonstrate the brands and convey the message to their targeted consumers. In addition, this study is critically important as it highlights the need for marketers of skincare brands to gain insights into the factors affecting Gen Z's purchase

intention on skincare products. Understanding this marketing approach and purchasing intentions would not only enhance academic knowledge but also offer practical guidance for improving strategies targeting this demographic.

1.2 Research question and objective

The study aims to provide factors related to influencers that affect Generation Z's purchasing intentions on skin care products, while examining the impact of influencer marketing on Generation Z's skin care product purchasing intentions. It is essential for understanding all of the factors that affect the purchasing intention in order to continuously improve applications and satisfy customers' ever-changing needs.

The research on hand attempts to answer the following question - *‘What is the impact of influencer marketing on Generation Z's purchasing intentions on skin care products in Dhaka, Bangladesh?’*

Based on the above research question, the following research objectives are formed:

- To study the effect of influencer marketing on the purchasing intentions of Generation Z's on skin care products.
- To study the factors of influencers that affect Generation Z's purchasing intentions.

1.3 Scope of the research

The research will be done on consumers who are between the age of 18-30, currently resides in Dhaka city. Additionally purchases skin care products frequently. The information is taken at timeline from February 2025 to April 2025.

Chapter 2: Literature review

2.1 Introduction

Based on the idea of ‘Trust Advisor’ influencer marketing is more likely familiar with TV advertisements that use celebrities to promote brands by using their fame (Brown, 2008). (Byrne et al., 2017) described influencer marketing as a marketing strategy that employs influential people to spread the brand’s message to a wider audience. Anybody can be an influencer as long as they have the ability to affect others in the industry and the community and persuade people to try brand’s goods and services based on their suggestions and advice (Brown, 2013). An individual who has developed a significant following on social media sites is used in influencer marketing. The individual is additionally regarded as trustworthy and brands use them to promote goods and services (De Veirman et al., 2017). Influencer marketing aims to increase sales and brand recognition. Both of these objectives directly contribute by the comments and suggestions made by influencers on social media platforms (Edson et al., 2015). Research shows that influencers have the ability to influence other people with their content (Abidini, 2016). Research reveals that Gen Z’s purchasing intentions are influenced by influencer marketing however influencer’s credibility plays a significant role (Nguyen et al., 2022). Another study reveals that influencer marketing significantly influences buying behavior of Gen Z’s consumers (Wijaya, H. et al., 2024). Another study highlights that influencer credibility, trustworthiness significantly impacts Gen Z’s purchase intentions (Dharma et al., 2024). In terms of skin care products, Gen Z’s skin care purchase intentions are significantly influenced by influencer marketing and Gen Z’s prefer trustworthiness and authenticity of influencers (Shah, 2024). Another study reveals that 60% of consumers trust social media influencers for their skincare product purchase (Ananthasai, 2023). Another study shows that influencer marketing and social media marketing have a positive, significant impact on Gen Z’s purchase intention of skin care products (Chrisniyanti, 2022).

2.2 Variables adopted in this study

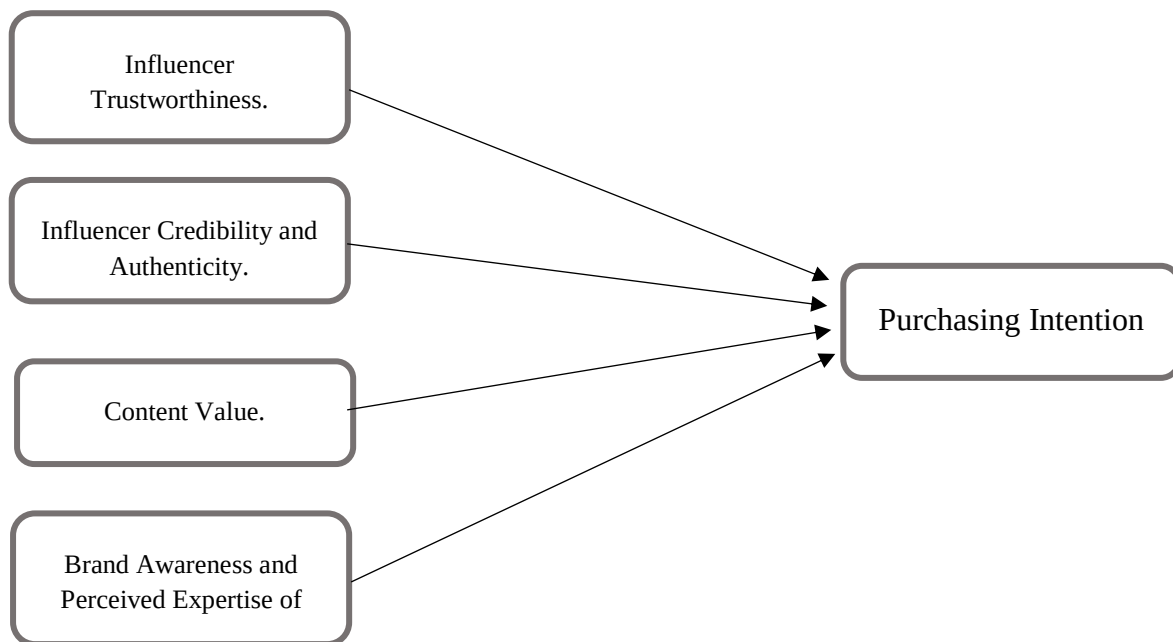
The variables (i.e., independent) considered for this study are as follows:

SL. No.	Independent Variables	Author(s)
1	Influencer Trustworthiness.	Mahmud et al., (2024), Dharama et al., (2024) , Shah et al., (2024)

2	Influencer Credibility and Authenticity.	Nguyen et al., (2022), Dharama et al., (2024) , Shah et al., (2024)
3	Content Value.	Chrisniyanti & Fah (2022), Nguyen et al., (2022), Shah et al., (2024), Mahmud et al., (2024),
4	Brand Awareness and Perceived Expertise of Influencers.	Nguyen et al., (2022), Chrisniyanti & Fah (2022), Shah et al., (2024), Mahmud et al., (2024), Dharama et al., (2024).

2.3 Conceptual framework

The independent variables chosen for this study are influencer trustworthiness, credibility, authenticity, content value, brand awareness and perceived expertise of influencer; the dependent variable is purchasing intention, which are exhibited in the following conceptual framework:



Chapter 3 Research Methodology

3.1 Research design

A quantitative research method was adopted, which uses numerical data to establish a conclusive relationship between the study findings and the concept. A thorough online poll was carried out using google forms to in order to obtain insights into the factors influencing purchasing intention. Along with demographic inquires, the surveyed featured specific topics that were scored on five-points Likert scale that went from 'Strongly agree' to 'Strongly disagree,' respondents were able to indicate how much they agreed and disagreed with statements regarding influencer marketing and purchasing intentions using this format.

3.2 Measurement scale

According to (Joshi et al., 2015) the five-point Likert scale preferred due to its simplicity and reliability among general respondents, furthermore it reduces confusion and decision fatigue. (Dawes, 2008) emphasized that data gathered through five-point Likert scale is easier to intercept and statistically analysis. (Revilla et al., 2014) found five-point likert scale works better with younger and digital native populations who prefer quick decisions, furthermore it provides more reliable data. By adopting a five-point Likert scale, this study incorporates closed-ended responses that gather demographic information, and insights into the factors impacting purchasing intentions. Following this methodology, the questionnaire seeks to collect comprehensive insights of the respondents thereby improving the research findings.

3.3 Sampling technique and sample size determination

The survey targeted Generation Z respondents from Dhaka city who purchase skin care products frequently. A convenience sampling technique was be applied to collect data from the targeted audience, 30 respondents were selected to ensure a diverse and representative data set. In order to improve the precision of their findings, researchers usually look for a wider representation of the population, as a larger sample size boosts the validity and reliability of the study (Bryman & Bell, 2015). The risk of nonresponse, time, and costs are some of the important factors that affect sample size. Additionally, these limitations severely limit researchers' ability to gather a larger sample size, according to (Bryman & Bell, 2015). After reviewing slightly over 89 master's level dissertations from various Turkish universities, (Delice, 2010) recommended that a sample size of 30 to 50 is appropriate for survey research. This sample size is the same as that proposed by (Bryman & Bell, 2015). Therefore, the current study has affixed a sample size of 30 based on the range posited by the above-mentioned authors.

3.4 Questionnaire development

The variables for this study were adapted from multiple authors who contributed to a similar domain. The table below shows the items and questions from various studies (with references) used to achieve the current research's objective.

SL. No.	Items	Author(s)	No of question included in the questionnaire
1.	Influencer Trustworthiness.	Mahmud et al., (2024), Dharama et al., (2024), (Shah et al., 2024)	02 questions
2.	Influencer Credibility and Authenticity.	Nguyen et al., (2022), Dharama et al., (2024) , Shah et al., (2024)	02 questions
3.	Content Value.	Nguyen et al., (2022), Chrisniyanti & Fah (2022), Shah et al., (2024), Mahmud et al., (2024),	02 questions
4.	Brand awareness and Perceived Expertise of Influencer.	Nguyen et al., (2022), Chrisniyanti & Fah (2022), Shah et al., (2024), , Mahmud et al., (2024), Dharama et al., (2024).	02 questions

3.5 Ethical consideration

This research treated respondents fairly, allowing them to withdraw during data collection and ensuring the data was only used for the study. The questionnaire does not request sensitive or proprietary information that could put participants at risk.

Chapter 4: Data Analysis and Findings

This chapter covers the findings from the main source of data (a questionnaire) collected from 30 respondents. In addition, the following section contains thorough analyses of individual components and grouped items within each construct.

The table below illustrate the demographic results of the respondents:

Table 1. Demographic overview, gender:

SL. No.	Gender	Frequency	Percent
1.	Female	25	83.33
2.	Male	4	13.33
3.	Not Provided	1	3.34

The demographic composition of the survey respondents is presented in Table 1, highlighting a significant gender disparity among participants. Specifically, 83% of the respondents identified as female, while only 13% identified as male. This distribution indicates a predominant female representation within the sample population. Despite this numerical imbalance, the concluding analysis initially misstated the gender predominance; it is evident that the majority of respondents were female, not male.

Table 2 Demographic overview, age:

SL. No.	Age	Frequency	Percent
1.	18-25	23	76.67
2.	26-30	7	23.33

The age distribution of the survey participants, as detailed in Table 2, reveals a clear concentration within a younger demographic. Approximately 77% of the respondents fell within the 18–25 age group, while the remaining 23% were between 26 and 30 years of age. This distribution indicates a dominant representation of Generation Z among the surveyed population, reflecting the generational profile most engaged in the context of this study.

Table 3 Demographic overview, occupation:

SL. No.	Occupation	Frequency	Percent
1.	Student	19	63.33
2.	Job Holder	6	20.00
3.	Self Employed	5	16.67

Table 3 presents the occupational distribution of the survey respondents. A substantial majority, comprising 63% identified as students. In contrast, 20% were employed in formal job positions, while the remaining 17% were self-employed. These figures indicate that the sample was predominantly composed of individuals engaged in academic pursuits, reflecting the study's stronger alignment with a student demographic.

Table 4 Demographic overview, residence:

SL. No.	Location	Frequency	Percent
1.	Dhaka	27	90.00
2.	Not Provided	3	10.00

Table 4 illustrates the residential distribution of the survey participants. A significant majority of respondents, accounting for 90% reported residing in Dhaka. The remaining 10% opted not to disclose their place of residence. This distribution clearly indicates that the sample population was predominantly composed of individuals living in Dhaka, suggesting a strong geographical concentration within the capital region.

Table 5 Demographic overview, purchase location of skin care products:

SL. No.	Location	Frequency	Percent
1.	Physical Stores	17	56.67
2.	Online	13	43.33

As shown in Table 5, a majority of respondents (approximately 57%) expressed a preference for purchasing skincare products from physical retail stores. In contrast, 43% of participants indicated a preference for online platforms. This distribution suggests that while digital commerce is gaining traction, traditional brick-and-mortar outlets remain the dominant choice for skincare product purchases among the surveyed population.

Table 6 Influencer trustworthiness:

Questions	Strongly Agree (%)	Agree (%)	Natural (%)	Disagree (%)	Strongly Disagree (%)
I feel comfortable following skincare recommendations made by influencers.	23.5	47.1	23.5	5.9	0.0
The influencers I follow are selective and don't promote every skincare product that comes their way.	35.3	41.2	17.6	5.9	0.0

Table 6 presents respondents' attitudes toward influencers in the context of skincare product endorsements. A substantial majority (73.5%) reported trusting influencers when it comes to skincare recommendations, while only 5.9% expressed distrust. Additionally, 20.6% of participants adopted a neutral stance, indicating neither trust nor distrust. Further analysis reveals that 76.5% of respondents agreed or strongly agreed with the statement that they trust influencers who are selective about the products they promote, suggesting that perceived authenticity and selectivity significantly influence trust. Moreover, 70.6% of participants stated they feel comfortable following skincare recommendations made by influencers, whereas 23.5% remained neutral—highlighting the presence of a discerning segment within the consumer base that approaches influencer content with caution.

Table 7 Influencer credibility and authenticity:

Questions	Strongly Agree (%)	Agree (%)	Natural (%)	Disagree (%)	Strongly Disagree (%)
I consider recommendation from influencer who genuinely use the product	29.4	47.1	17.6	5.9	0.0
Influencer who provides evidence or personal	41.2	35.3	11.8	11.8	0.0

experience increase purchase likelihood					
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As shown in Table 7, the majority of respondents (76.5%) indicated that influencer credibility and authenticity are important factors when considering skincare product endorsements. In contrast, only 8.8% of participants stated that these attributes do not influence their perception, while 14.7% maintained a neutral position.

The findings further reveal that the same proportion of respondents (76.5%) expressed a preference for influencers who genuinely use the products they promote, underscoring the significance of perceived authenticity. Additionally, an equal percentage valued evidence-based reviews, highlighting the importance of credibility in shaping consumer trust and decision-making in the skincare market.

Table 8. Content value:

Questions	Strongly Agree (%)	Agree (%)	Natural (%)	Disagree (%)	Strongly Disagree (%)
Clear, well prepared content increase product consideration	29.4	52.9	11.8	5.9	0.0
Influencer who provides evidence or personal experience increase purchase likelihood	35.3	41.2	17.6	5.9	0.0

Table 8 highlights the critical role of content quality in shaping consumer behavior. A significant majority of respondents (82.3%) agreed that well-prepared, clear, and informative content increases their likelihood of considering a skincare product, underscoring the perceived value of content clarity and structure. Additionally, 76.5% of participants indicated that content featuring tutorials or real-life demonstrations enhanced their confidence in a product, suggesting that experiential and instructional elements contribute positively to consumer trust.

Furthermore, 79.4% of respondents affirmed that the overall quality and informational value of content significantly influence their purchasing intentions. A smaller portion of the sample (14.7%) adopted a neutral stance, indicating a degree of variability in content sensitivity across the consumer base. Collectively, these findings emphasize that not only the presence but the substance and authenticity of content are pivotal in driving consumer engagement and purchase decisions.

Table 9 Purchase intentions:

Questions	Strongly Agree (%)	Agree (%)	Natural (%)	Disagree (%)	Strongly Disagree (%)
I have considered buying skin care products after influencer promotions.	23.5	47.1	17.6	5.9	5.9
Influencer recommendations have influenced my actual purchases	17.6	41.2	23.5	11.8	5.9

Table 9 presents insights into respondents' purchasing intentions in relation to influencer marketing. A substantial proportion (70.6%) reported that they consider purchasing skincare products based on influencer promotions, indicating a strong correlation between influencer content and consumer intent. Furthermore, 58.8% of respondents stated that influencers had directly influenced their actual purchasing decisions, demonstrating the tangible impact of digital endorsements on consumer behavior.

However, a noteworthy segment of participants—ranging from 17.6% to 23.5%—maintained a neutral stance, suggesting that while influencers play a significant role in shaping purchase behavior for many, their impact is not uniformly experienced across the entire consumer population. This variability underscores the presence of a more skeptical or discerning audience within the market.

4.2 Correlation

1. Gender and its influence on purchasing intentions

- **Trustworthiness & Credibility:** The majority of respondents were female, which aligns with the skin care industry's primary target audience. Females are more likely to engage with skincare content and trust influencers who demonstrate authenticity (76.5% agreed). This suggests that influencer marketing is particularly effective for female Gen Z consumers in Dhaka.
- **Purchase Intentions:** 70.6% of females considered buying skincare products after influencer promotions, compared to a smaller male sample. This indicates a stronger influence of influencers on female purchasing behavior.

2. Age-based trends in engagement and purchasing

- **Content Value:** Younger respondents (18–25) showed higher engagement with well-prepared content (82.3% agreed). This age group, being digital natives, values visually appealing and informative content, such as tutorials or demonstrations.
- **Purchase Behavior:** The 18–25 group was more influenced by influencers (70.6% considered purchases) compared to the 26–30 group, suggesting that younger Gen Z members are more receptive to influencer endorsements.

3. Occupation and consumer preferences

- **Authenticity & Selectivity:** Students, who form the majority, emphasized influencer selectivity (76.5% agreed). This demographic may have limited budgets and thus relies on influencers to filter quality products.
- **Purchase Location:** Students preferred physical stores (56.67%), possibly due to affordability concerns or the ability to test products before buying. Job holders and self-employed individuals may have higher disposable income, but the sample size for these groups was small.

4.3 Overall findings of the study

The results of all tables reveal that influencer marketing has significant impact on Generation Z purchasing intentions of skin care products.

4.3.1 Influencer trustworthiness

The data further emphasize two critical dimensions of influencer trustworthiness in the skincare domain. First, 76.5% of respondents agreed or strongly agreed that they are more likely to trust influencers who are selective about the products they endorse. This suggests that discernment in product promotion is perceived as a marker of authenticity and credibility, reinforcing the importance of alignment between influencer values and product representation.

Second, 70.6% of participants reported feeling comfortable following skincare recommendations provided by influencers. However, 23.5% adopted a neutral position, reflecting a cautious segment of consumers who may require additional validation before accepting influencer-driven advice. These findings collectively highlight the nuanced nature of consumer trust and the need for influencers to maintain consistent, transparent, and selective endorsement practices to sustain credibility.

4.3.2 Influencer credibility and authenticity

The results of the study indicate a strong preference among respondents for influencers who demonstrate authentic product usage and provide evidence-based reviews. Specifically, 76.5% of respondents expressed a preference for influencers who genuinely use the products they promote. Additionally, influencers who substantiate their recommendations with personal experience and supporting evidence were found to possess the highest level of credibility, with 76.5% of participants affirming this perception. These findings suggest that authenticity and evidence-backed endorsements play a critical role in shaping the perceived credibility of influencers.

4.3.3 Content value

The findings reveal that content value and preparation play a pivotal role in shaping consumer perceptions. A substantial majority of respondents (82.3%) indicated that well-prepared, clear, and informative content significantly increased their likelihood of considering a product. This underscores the importance of coherent messaging and structured presentation in influencing purchase intent.

Furthermore, the inclusion of real-life demonstrations emerged as a strong confidence-building factor among consumers. Specifically, 76.5% of participants agreed that content featuring tutorials and tangible, real-world results enhanced their trust and confidence in the product. These insights highlight the value of authenticity and experiential evidence in digital marketing content.

4.3.4 Purchase intentions

The data indicates a discernible gap between consumer consideration and actual purchasing behavior in response to influencer promotions. While 70.6% of respondents acknowledged that influencer-endorsed content led them to consider a purchase, a smaller proportion—58.8%—reported that such promotions had a direct impact on their final purchasing decisions. This discrepancy suggests that although influencers play a significant role in shaping initial consumer interest, other factors may ultimately influence the transition from consideration to conversion.

In summery findings from this research paper shows that despite high agreement on trustworthiness and content value the translation to actual purchases was lower indicating a disconnect between perception and purchasing intention. Furthermore, authenticity and credibility are critical – respondents favor influencer having these attributes. High quality content enhances credibility and engagement.

Chapter 5: Recommendation and Conclusion

5.1 Recommendation

Drawing upon the descriptive analysis of the study, it is evident that specific strategies can significantly enhance the effectiveness of influencer marketing in shaping the purchasing intentions of generation Z consumers within the skin care sector. The following recommendations are proposed based on the findings:

- Collaboration with authentic influencers: THE study found that 76.5% of respondents prioritized influencers who demonstrate selectivity and authenticity in endorsements, aligning with Shah et al. (2024) and Dharma et al. (2024), who identified trustworthiness and credibility as critical drivers of Gen Z's purchase intentions. Similarly, Nguyen et al. (2022) emphasized that Gen Z consumers distrust overly promotional content, favoring influencers with transparent, long-term brand alignments.
- Content Personalization: 82.3% of respondents valued well-prepared, informative content, corroborating Chrisniyanti & Fah (2022), who linked detailed tutorials and skin-type-specific advice to higher engagement. This mirrors Grigoreva et al. (2021)'s findings that Gen Z prefers content offering practical utility over generic promotions.
- Integration of product demonstration: 76.5% of participants favored influencers providing evidence-based reviews, consistent with Mahmud et al. (2024)'s conclusion that "before-and-after" visuals significantly boost purchase intent. Alom et al. (2024) further noted that interactive content (e.g., live Q&As) reduces skepticism among Gen Z.

By Implementing these strategies brand can better align their influencer marketing efforts with expectation and preferences with Gen Z consumers, ultimately increasing conversion rates and fostering long term brand loyalty.

5.2 Conclusion

This study elucidates the pivotal role of influencer marketing in shaping the purchasing intentions of Generation Z consumers within the skincare industry in Dhaka, Bangladesh. The empirical findings affirm that influencer trustworthiness, authenticity, credibility, and content value are not merely peripheral factors but central determinants of consumer behavior. These attributes collectively foster a relationship between influencers and their audience, which translates into tangible purchasing decisions. Notably, the data reveals that Gen Z consumers prioritize influencers who demonstrate selectivity and transparency in endorsements, underscoring their aversion to overtly promotional content.

The study's alignment with prior research such as Shah et al. (2024) on authenticity and Nguyen et al. (2022) on credibility reinforces the universality of these variables across cultural contexts. However, it also highlights unique regional nuances, such as the preference for physical store purchases among students, suggesting that while digital engagement is high, offline validation remains critical for certain demographics.

5.3 Limitations and Future Research

While this study offers actionable insights, its scope is constrained by sample size (n=30) and geographic focus (Dhaka). Future research could:

- Employ longitudinal designs to assess the sustainability of influencer impact.
- Explore cross-cultural comparisons to identify divergent consumer behaviors in emerging markets.
- Investigate the role of emerging platforms (e.g., TikTok, Twitch) in reshaping influencer-consumer dynamics.

In summation, influencer marketing is an indispensable axis of modern consumer engagement, particularly for skincare brands targeting Gen Z. By harmonizing influencer attributes with consumer values—trust, authenticity, and educational utility brands can transcend transactional relationships to cultivate enduring loyalty in an increasingly saturated digital marketplace.

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Appendices

Questionnaire

1. Your full name: _____

2. Your Age:

☐ 18-25

☐ 26-30

3. Gender:

☐ Male

☐ Female

4. Your Occupation:

☐ Student

☐ Job Holder

☐ Self Employed

5. Where do you currently Reside?

☐ Dhaka

☐ Outside Dhaka

The next set of questions is presented to you with a statement. Please indicate whether you agree or disagree with each statement. Please indicate your level of agreement by circling or ticking the relevant response.

6. I feel comfortable following skincare recommendations made by influencers.

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

7. The influencers I follow are selective and don't promote every skincare product that comes their way.

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

8. I consider recommendation from influencer who genuinely use the product

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

9. Influencer who provides evidence or personal experience increase purchase likelihood

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

10. Influencer who provides evidence or personal experience increase purchase likelihood

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

11. I take product recommendations more seriously when the influencer's content looks well-prepared and thoughtful.

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

12. I have considered buying skin care products after influencer promotions.

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

13. Influencer recommendations have influenced my actual purchases.

(5) Strongly Agree (4) Agree (3) Natural (2) Disagree (1) Strongly Disagree

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