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## DIGITAL GLOW-UP: ANALYZING THE INFLUENCE OF SOCIAL MEDIA CREATORS ON GEN Z SKINCARE PURCHASE INTENTIONS IN TIRUPUR CITY

**Dr.R.Punitha**

Research Supervisor and Associate Professor & HOD, Department of Management, Tirupur Kumaran College for Women, Tirupur.

**Ms.K.Sangavi**

Research Scholar, Department of Management, Tirupur Kumaran College for Women, Tirupur.

### ABSTRACT

To investigate the influence exerted by social media creators encompassing source credibility, creator-generated content value and quality, information utility and persuasive communication and interpersonal engagement and electronic word-of-mouth upon the skincare purchase intentions of Generation Z consumers. Primary data were procured from 150 Generation Z respondents, complemented by secondary data derived from scholarly journals, research articles and academic publications. The investigation employed a descriptive research design predicated upon convenience sampling, with data solicited through a structured questionnaire and subsequently subjected to Percentage Analysis, Descriptive Statistical measures and One-Way ANOVA. The results shows that statistically significant variations in consumer perceptions of source credibility and creator-generated content value and quality across income strata and purchase-inclination categories, whereas information utility, persuasive communication, interpersonal engagement and electronic word-of-mouth exhibited no such significant differentiation, thereby substantiating the proposition that credible and informative creator-generated content substantially reinforces consumer confidence and purchase-related decision-making.

**Keywords:** Content Value and Quality, Information Utility, Interpersonal Engagement, Social Media Creators, Source Credibility.

### INTRODUCTION

Social media has become an important source of skincare information for Gen Z consumers, with social media creators influencing product awareness, evaluation and purchase consideration through reviews, recommendations and personal experiences. Their digital content provides consumers with accessible and engaging information that can shape perceptions of skincare products.

This research focuses on analysing the influence of social media creators on Gen Z consumers' skincare purchase intentions. It examines source credibility, creator-generated content value and quality, information utility and persuasive communication and interpersonal engagement and electronic word-of-mouth as key dimensions influencing purchase intentions.

Further, the research analyses variations in consumer responses across selected demographic and sociographic characteristics. It aims to provide useful insights into how creator-based communication shapes skincare purchase intentions and to support skincare brands in developing credible, informative and engaging social media strategies.

## REVIEW OF LITERATURE

**An, G. K., & Ngo, T. T. A. (2025)** factors driving purchasing decisions for organic cosmetics have not been adequately researched. The research use quantitative approach, data were collected from 315 Generation Z participants in Vietnam through a structured questionnaire. The research explores various dimensions of SMMAs interaction, customization, trendiness and entertainment and their effects on perceived quality, perceived value, eWOM and purchase intention. Results show that SMMAs have a stronger impact on perceived quality ( $\beta = 0.726$ ) than on perceived value ( $\beta = 0.503$ ), suggesting that social media marketing strategies are particularly effective in shaping how Generation Z evaluates product quality. Additionally, perceived quality significantly influences perceived value ( $\beta = 0.312$ ), eWOM ( $\beta = 0.346$ ) and purchase intention ( $\beta = 0.279$ ). Similarly, perceived value positively impacts eWOM ( $\beta = 0.395$ ) and purchase intention ( $\beta = 0.402$ ), while eWOM itself plays a direct role in driving purchase intention ( $\beta = 0.167$ ). These findings highlight the interconnected role of social media marketing in influencing consumer behaviour through both direct and mediated effects. This research provides strategic direction for brands in Vietnam's organic cosmetics sector targeting Generation Z.

**Refendita, A. D. H., & Reza, S. (2024)** examined the influence of message quality and source credibility of Shopee Live Hosts on consumers' purchase interest in Skintific skincare products during Shopee Skintific Official Shop live-streaming sessions, using the Elaboration Likelihood Model (ELM) as the theoretical framework. Primary data were collected through a survey from 384 respondents in Indonesia. The research adopted a quantitative research design and the collected data were analyzed using multiple linear regression. The results revealed that both message quality and source credibility significantly influenced consumers' purchase interest, with message quality emerging as the dominant factor compared with source credibility. The findings indicate that providing clear, informative, persuasive and high-quality messages during live-streaming sessions is particularly important for enhancing consumers' purchase interest in skincare products.

**Godara, R. S., Yadav, D., Sagar, M., & Disari, R. (2024)** analyzed the impact of customer reviews on consumers' brand purchase decisions, particularly by assessing how review credibility, authenticity, relevance and accessibility influence consumer trust and purchasing behaviour. Primary data were collected through a structured questionnaire from 205 respondents, with the sample consisting of 38% male and 62% female respondents; 39.5% were below 18 years and 52.2% were aged between 18 and 60 years. The research employed a quantitative research methodology, using questionnaires as the primary data-collection instrument, while regression analysis was applied to identify the relationship between customer reviews and purchase decisions. The results showed that 65.9% of respondents regularly read customer reviews before purchasing, while 15.6% consistently checked reviews, 15.6% did so infrequently and 3.4% seldom checked them. Further, 7.3% of respondents reported changing their purchase decision after reading customer reviews, whereas 92.7% stated that reviews had not changed their decision. Overall, the findings indicate that customer reviews play an important role in building consumer trust, strengthening brand credibility, shaping brand perceptions and influencing purchase decisions, although their direct effect on changing individual purchase decisions was relatively limited.

**Bevan-Dye, A. L. (2024)** explored the perceived value and purchase influence of beauty vlog content on YouTube among Generation Y female consumers in South Africa, with particular emphasis on the content dimensions of informativeness, entertainment and credibility. Primary data were collected through an electronic questionnaire from 340 Generation Y female consumers, defined as females born between 1986 and 2005. The research adopted an explanatory research design and path analysis was used to examine the relationships among beauty vlog content dimensions, perceived value and purchase influence. The results showed that informativeness, entertainment and credibility collectively explained 72% of the variance in consumers' perceived value of beauty vlog content. Furthermore, perceived value, together with its

predictors, explained almost 50% of the variance in the purchase influence of beauty vlogs. The findings indicate that informative, entertaining and credible beauty vlog content has a substantial influence on Generation Y female consumers' perceptions and purchasing behaviour, highlighting the importance for beauty brands to collaborate with YouTube beauty vloggers who consistently provide informative, engaging, trustworthy and credible product reviews.

**Ningrum, S. T., & Hayuningtias, K. A. (2026)** examined the influence of User-Generated Content (UGC) and Electronic Word of Mouth (e-WOM) on Generation Z consumers' purchase intention towards Ella Skincare products on TikTok. Primary data were collected through a quantitative survey from 160 Generation Z respondents who actively used TikTok and were familiar with Ella Skincare-related content. The research employed a quantitative research design and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results revealed that UGC did not have a significant effect on purchase intention, whereas e-WOM had a positive and significant effect on purchase intention. The findings indicate that although UGC can enhance brand exposure and visibility, consumer reviews, recommendations and electronic word-of-mouth have a stronger role in shaping Gen Z perceptions and encouraging purchase intention. The research further supports the applicability of the Stimulus–Organism–Response (S-O-R) model in explaining consumer behaviour in digital marketing environments.

**Ariani, N. W. P., Usadi, M. P. P., Imbayani, I. G. A., Kristya, N. L. M. A. P., & Primantara, G. P. (2026)** analyzed the effects of influencer credibility, online reviews and herding behaviour on purchase intention toward cosmetic products among Generation Z university students. A quantitative approach with a cross-sectional design was employed. Data were collected through an online self-administered questionnaire distributed to active university students in Bali who belonged to Generation Z, had previously purchased cosmetic products and had been exposed to influencer-related cosmetic content. Using purposive sampling, a total of 112 valid responses were obtained and analyzed through multiple linear regression with SPSS. The results reveal that influencer credibility did not significantly affect purchase intention. In contrast, online reviews and herding behaviour were found to have positive and significant effects on purchase intention. The model also demonstrates strong explanatory power, indicating that purchase intention is shaped more strongly by consumer-generated evaluations and collective social cues than by influencer-related attributes. These findings highlight the growing importance of online reviews and social influence in understanding Generation Z's cosmetic purchase intention in digital environments.

**Fadjriatni, R. S. P. (2026)** analyzed the influence of TikTok content marketing, live commerce and user-generated content (UGC) on consumers' purchase intentions for Grace & Glow skincare products in Yogyakarta. This research used a quantitative, explanatory-causal design. A sample of 187 respondents was obtained through purposive sampling, with the criteria of TikTok users aged 17 or older who had watched Grace & Glow promotions. Data were gathered through a five-point Likert scale questionnaire and analyzed using multiple linear regression in IBM SPSS 27. The results of the research indicate that the three independent variables significantly and positively influence purchase intention. Live streaming activities on TikTok increase direct engagement and customer trust, while marketing content and UGC enhance positive brand perception. Theoretically, this research expands the understanding of social interaction-based digital marketing strategies. In practice, these findings offer recommendations for local brands to optimize interactive communication strategies to increase consumer purchase intention in the era of social media-based marketing.

**Garg, M., & Bakshi, A. (2024)** examine the influence of beauty vloggers' credibility attributes trustworthiness, expertise and attractiveness on consumers' purchase intention, while also investigating the mediating role of trust and the influence of parasocial interactions. Primary data were collected from 357 North Indian respondents aged 16–45 years who used social media platforms daily. The research adopted a quantitative research design and the data were analyzed using Structural Equation Modelling (SEM) through SmartPLS. The results demonstrated that the credibility characteristics of beauty vloggers significantly influenced consumer purchasing behaviour. Furthermore, trust partially mediated the relationship between beauty vloggers' credible attributes and consumers' purchase intention, indicating that credible vloggers are more likely to develop follower trust, which subsequently encourages purchase intention. The findings also

revealed that repeated parasocial interactions positively influence purchasing decisions when followers perceive beauty vloggers as credible sources of information. Overall, the research highlights the importance of credibility, trust and parasocial interaction in strengthening influencer marketing effectiveness for cosmetic and beauty brands.

## STATEMENT OF THE PROBLEM

The growing influence of social media creators has changed how Gen Z consumers discover and evaluate skincare products through reviews, recommendations and personal experiences. However, the extent to which creator credibility, content value and quality, information utility, persuasive communication, interpersonal engagement and electronic word-of-mouth shape skincare purchase intentions remains unclear in the local context. Therefore, the present research examines the influence of social media creators on Gen Z consumers' skincare purchase intentions and seeks to identify the factors that contribute to their purchase-related decisions.

## SCOPE OF THE STUDY

The scope of the research covers the analysis of the influence of social media creators on Gen Z consumers' skincare purchase intentions. It includes the examination of source credibility, creator-generated content value and quality, information utility and persuasive communication and interpersonal engagement and electronic word-of-mouth. The research focuses on Gen Z consumers and evaluates their responses towards creator-based skincare information using relevant demographic and sociographic variables and statistical tools. It also considers variations in consumers' responses to understand how these factors contribute to skincare purchase intentions, thereby providing insights useful to skincare brands, marketers and researchers in developing effective social media strategies.

## OBJECTIVE OF THE STUDY

- ❖ To examine the influence of social media creators' source credibility on Gen Z consumers' skincare purchase intentions.
- ❖ To evaluate the contribution of creator-generated content value and quality to Gen Z consumers' intentions to purchase skincare products.
- ❖ To determine the influence of perceived information utility and persuasive communication on Gen Z consumers' skincare purchase intentions.
- ❖ To investigate the contribution of interpersonal engagement and electronic word-of-mouth to Gen Z consumers' intentions to purchase recommended skincare products.
- ❖ To recommend strategies for skincare brands to enhance Gen Z engagement, product acceptance and promotional effectiveness through social media creators.

## RESEARCH METHODOLOGY

**Research Type:** Descriptive

### Data Collection

**Primary Data:** Collected directly from Gen Z consumers in Tirupur City through a structured questionnaire.

**Secondary Data:** Data were sourced from journals, research articles, academic publications and other relevant online sources.

**Sampling Type:** Convenience Sampling

**Sampling Universe:** The sampling universe consists of Gen Z consumers in Tirupur City who have exposure to social media creators and possess awareness or experience related to skincare products.

**Sample Size:** 150 respondents.

**Statistical Tools Used:** Percentage Analysis, Descriptive Statistics, One-Way ANOVA

## LIMITATIONS OF THE STUDY

- The research is confined to Tirupur City, which may limit the generalizability of the findings.
- The research focuses exclusively on Gen Z consumers, restricting its applicability to other age groups.
- The research examines only selected dimensions of social media creator influence, leaving other potential purchase determinants outside its scope.

## DATA ANALYSIS AND INTERPRETATION

### PERCENTAGE ANALYSIS

#### Demographic Variables of the Consumers

| Demographic Variables     | Particulars                | Frequency | Percent |
|---------------------------|----------------------------|-----------|---------|
| Age Group                 | Below 25 Years             | 16        | 10.7    |
|                           | 25–29 Years                | 31        | 20.7    |
|                           | 30–34 Years                | 29        | 19.3    |
|                           | 35–39 Years                | 52        | 34.7    |
|                           | Above 40 Years             | 22        | 14.7    |
| Gender                    | Male                       | 91        | 60.7    |
|                           | Female                     | 59        | 39.3    |
| Educational Qualification | Higher Secondary           | 42        | 28.0    |
|                           | Diploma                    | 36        | 24.0    |
|                           | Bachelor's Degree          | 31        | 20.7    |
|                           | Master's Degree            | 23        | 15.3    |
|                           | Professional Qualification | 18        | 12.0    |
| Occupational Status       | Student                    | 16        | 10.7    |
|                           | Salaried Employee          | 37        | 24.7    |
|                           | Self-Employed              | 45        | 30.0    |
|                           | Entrepreneur               | 33        | 22.0    |
|                           | Unemployed                 | 19        | 12.7    |
| Monthly Personal Income   | Below Rs.15,000            | 39        | 26.0    |
|                           | Rs.15,001 – Rs.30,000      | 36        | 24.0    |
|                           | Rs.30,001 – Rs.50,000      | 24        | 16.0    |
|                           | Rs.50,001 – Rs.75,000      | 31        | 20.7    |
|                           | Above Rs.75,000            | 20        | 13.3    |
|                           | Total                      | 150       | 100.0   |

Among the 150 consumers, the age distribution indicates that 10.7% are below 25 years, 20.7% are between 25–29 years, 19.3% fall within the 30–34 years category, 34.7% are between 35–39 years and 14.7% are above 40 years. The gender profile indicates that 60.7% are male and 39.3% are female. An analysis of educational credentials reveals that 28% have completed higher secondary education, 24% hold a diploma, 20.7% possess a bachelor's degree, 15.3% have attained a master's degree and 12% hold a professional qualification.

An assessment of occupational status shows that 10.7% are currently pursuing their studies. 24.7% are salaried employees, 30% are self-employed, 22% are entrepreneurs and 12.7% are unemployed. The consumers monthly income composition reflects that 26% earn below Rs.15,000, 24% earn between Rs.15,001–Rs.30,000, 16% receive Rs.30,001–Rs.50,000, 20.7% earn Rs.50,001–Rs.75,000 and 13.3% have a monthly personal income above Rs.75,000.

**Sociographic Variables of the Consumers**

| <b>Sociographic Variables</b>      | <b>Particulars</b>       | <b>Frequency</b> | <b>Percent</b> |
|------------------------------------|--------------------------|------------------|----------------|
| Creator Credibility Perception     | Very Low Perception      | 17               | 11.3           |
|                                    | Low Perception           | 29               | 19.3           |
|                                    | Moderate Perception      | 32               | 21.3           |
|                                    | High Perception          | 49               | 32.7           |
|                                    | Very High Perception     | 23               | 15.3           |
| Content Value Appraisal            | Very Low Appraisal       | 38               | 25.3           |
|                                    | Low Appraisal            | 42               | 28.0           |
|                                    | Moderate Appraisal       | 27               | 18.0           |
|                                    | High Appraisal           | 31               | 20.7           |
|                                    | Very High Appraisal      | 12               | 8.0            |
| Digital Information Responsiveness | Very Low Responsiveness  | 19               | 12.7           |
|                                    | Low Responsiveness       | 47               | 31.3           |
|                                    | Moderate Responsiveness  | 28               | 18.7           |
|                                    | High Responsiveness      | 33               | 22.0           |
|                                    | Very High Responsiveness | 23               | 15.3           |
| Social Interaction Propensity      | Very Low Propensity      | 14               | 9.3            |
|                                    | Low Propensity           | 34               | 22.7           |
|                                    | Moderate Propensity      | 31               | 20.7           |
|                                    | High Propensity          | 43               | 28.7           |
|                                    | Very High Propensity     | 28               | 18.7           |
| Skincare Purchase Inclination      | Very Low Inclination     | 28               | 18.7           |
|                                    | Low Inclination          | 34               | 22.7           |
|                                    | Moderate Inclination     | 29               | 19.3           |
|                                    | High Inclination         | 42               | 28.0           |
|                                    | Very High Inclination    | 17               | 11.3           |
| Total                              |                          | 150              | 100.0          |

Among the 150 consumers, creator credibility perception indicates that 11.3% exhibit a very low level, 19.3% report a low level, 21.3% demonstrate a moderate level, 32.7% reflect a high level and 15.3% possess a very high level of perception. The consumers' evaluation of content value indicates that 25.3% assign the lowest level of value, 28% indicate relatively low valuation, 18% demonstrate moderate valuation, 20.7% report high valuation and 8% exhibit the highest valuation. An examination of digital information responsiveness reveals that consumers exhibit very low responsiveness, 31.3% demonstrate low responsiveness, 18.7% indicate a moderate level, 22% display high responsiveness and 15.3% report very high responsiveness. In terms of social interaction propensity, 9.3% exhibit very low propensity, 22.7% indicate low propensity, 20.7% demonstrate moderate propensity, 28.7% report high propensity and 18.7% possess very high propensity.

An analysis of skincare purchase inclination reveals that 18.7% of consumers exhibit very low inclination, 22.7% report low inclination, 19.3% demonstrate moderate inclination, 28% indicate high inclination and 11.3% possess very high inclination.

**Descriptive Statistics for the influence of Social Media Creators' Source Credibility on Gen Z Consumers' Skincare Purchase Intentions**

| Statements                                                                                    | N   | Mean | SD    |
|-----------------------------------------------------------------------------------------------|-----|------|-------|
| Social media creators' skincare expertise enhances my confidence in their evaluations.        | 150 | 3.26 | 1.239 |
| Creators' honesty strengthens my trust in their skincare recommendations.                     | 150 | 2.98 | 1.363 |
| Creators' authenticity increases my acceptance of their skincare-related opinions.            | 150 | 3.00 | 1.366 |
| Creators' consistency in skincare content strengthens my confidence in their recommendations. | 150 | 2.98 | 1.363 |
| Creators' skincare reviews helps me distinguish balanced evaluations from promotional claims. | 150 | 3.00 | 1.366 |
| Valid N (list wise)                                                                           | 150 |      |       |

The above table indicates that the consumers agree with social media creators' skincare expertise enhances their confidence in evaluations (3.26). The consumers disagree with creators' honesty strengthens their trust in skincare recommendations (2.98) and creators' consistency in skincare content strengthens their confidence in recommendations (2.98). The consumers are neutral towards with creators' authenticity increases their acceptance of skincare-related opinions (3.00) and creators' skincare reviews helps them distinguish balanced evaluations from promotional claims (3.00).

**Descriptive Statistics for the Creator-Generated Content Value and Quality Influence Gen Z Consumers' Intention to Purchase Skincare Products.**

| Statements                                                                                             | N   | Mean | SD    |
|--------------------------------------------------------------------------------------------------------|-----|------|-------|
| Creator-generated skincare content helps me assess product suitability.                                | 150 | 2.98 | 1.363 |
| Relevant creator-generated content supports my skincare product comparisons.                           | 150 | 2.94 | 1.387 |
| Creator-generated content deepens my understanding of skincare product attributes.                     | 150 | 3.13 | 1.343 |
| Creator-generated skincare content provides clear and detailed information about product usage.        | 150 | 3.07 | 1.357 |
| Creator-generated skincare content highlights product benefits that are relevant to my skincare needs. | 150 | 3.08 | 1.354 |
| Valid N (list wise)                                                                                    | 150 |      |       |

The above table indicates that the consumers disagree with creator-generated skincare content helps them assess product suitability (2.98) and relevant creator-generated content supports their skincare product comparisons (2.94). The consumers agree with creator-generated content deepens their understanding of skincare product attributes (3.13), creator-generated skincare content provides clear and detailed information about product usage (3.07) and creator-generated skincare content highlights product benefits that are relevant to their skincare needs (3.08).

### Descriptive Statistics for the Role of Information Utility and Persuasive Communication in Shaping Gen Z Consumers' Skincare Purchase Intentions

| Statements                                                                                                  | N   | Mean | SD    |
|-------------------------------------------------------------------------------------------------------------|-----|------|-------|
| Useful skincare information enhances my ability to assess product suitability for my individual needs.      | 150 | 3.07 | 1.364 |
| Relevant skincare information enables consumers to evaluate the relative suitability of competing products. | 150 | 3.58 | 1.302 |
| Accessible skincare information reduces uncertainty when I judge the potential benefits of a product.       | 150 | 3.61 | 1.351 |
| Persuasive skincare communication increases my consideration of recommended skincare products.              | 150 | 3.47 | 1.283 |
| Engaging skincare messages enhance the perceived appeal of promoted products.                               | 150 | 3.35 | 1.381 |
| Valid N (list wise)                                                                                         | 150 |      |       |

The above table indicates that the consumers agree with useful skincare information enhances their ability to assess product suitability for their individual needs (3.07), relevant skincare information enables consumers to evaluate the relative suitability of competing products (3.58), accessible skincare information reduces uncertainty they feel when judge the potential benefits of a product (3.61), persuasive skincare communication increases their consideration of recommended skincare products (3.47) and engaging skincare messages enhance the perceived appeal of promoted products (3.35).

### Descriptive Statistics for the Interpersonal Engagement and Electronic Word-of-Mouth Influencing Gen Z Consumers' Skincare Purchase Intentions

| Statements                                                                                                | N   | Mean | SD    |
|-----------------------------------------------------------------------------------------------------------|-----|------|-------|
| Interpersonal discussions with peers shape my perceptions of recommended skincare products.               | 150 | 3.57 | 1.244 |
| Peer recommendations increase my consideration of suggested skincare products.                            | 150 | 3.58 | 1.265 |
| Social interactions with trusted individuals influence my evaluation of skincare product recommendations. | 150 | 3.57 | 1.307 |
| Electronic word-of-mouth provides insights into other consumers' experiences with skincare products.      | 150 | 3.57 | 1.287 |
| Online consumer opinions strengthen my propensity to purchase recommended skincare products.              | 150 | 3.57 | 1.323 |
| Valid N (list wise)                                                                                       | 150 |      |       |

The above table indicates that the consumers agree with interpersonal discussions with peers shape their perceptions of recommended skincare products (3.57), peer recommendations increase their consideration of suggested skincare products (3.58), social interactions with trusted individuals influence their evaluation of skincare product recommendations (3.57). electronic word-of-mouth provides insights into other consumers' experiences with skincare products (3.57) and online consumer opinions strengthen their propensity to purchase recommended skincare products (3.57).

### Comparison between the Demographic Variables (Monthly Personal Income) of the Consumers and Various Dimensions

Ho1: There is a substantial link between the demographic variables (monthly personal income) of the consumers and various dimensions.

| Dimensions | Monthly Personal Income | N  | Mean | SD    | F     | Sig   |
|------------|-------------------------|----|------|-------|-------|-------|
|            | Below Rs.15,000         | 39 | 2.79 | 1.089 | 7.297 | 0.000 |

|                                                                                                                   |                       |     |      |       |       |       |
|-------------------------------------------------------------------------------------------------------------------|-----------------------|-----|------|-------|-------|-------|
| Influence of Social Media Creators' Source Credibility on Gen Z Consumers' Skincare Purchase Intentions           | Rs.15,001 – Rs.30,000 | 36  | 2.62 | 0.710 |       |       |
|                                                                                                                   | Rs.30,001 – Rs.50,000 | 24  | 3.13 | 0.750 |       |       |
|                                                                                                                   | Rs.50,001 – Rs.75,000 | 31  | 3.39 | 0.714 |       |       |
|                                                                                                                   | Above Rs.75,000       | 20  | 3.68 | 0.840 |       |       |
|                                                                                                                   | Total                 | 150 | 3.04 | 0.917 |       |       |
| Creator-Generated Content Value and Quality Influence Gen Z Consumers' Intention to Purchase Skincare Products.   | Below Rs.15,000       | 39  | 2.88 | 0.765 | 4.353 | 0.002 |
|                                                                                                                   | Rs.15,001 – Rs.30,000 | 36  | 2.80 | 0.599 |       |       |
|                                                                                                                   | Rs.30,001 – Rs.50,000 | 24  | 3.19 | 0.502 |       |       |
|                                                                                                                   | Rs.50,001 – Rs.75,000 | 31  | 3.15 | 0.617 |       |       |
|                                                                                                                   | Above Rs.75,000       | 20  | 3.42 | 0.535 |       |       |
|                                                                                                                   | Total                 | 150 | 3.04 | 0.657 |       |       |
| Role of Information Utility and Persuasive Communication in Shaping Gen Z Consumers' Skincare Purchase Intentions | Below Rs.15,000       | 39  | 3.34 | 1.025 | 0.396 | 0.811 |
|                                                                                                                   | Rs.15,001 – Rs.30,000 | 36  | 3.54 | 0.873 |       |       |
|                                                                                                                   | Rs.30,001 – Rs.50,000 | 24  | 3.52 | 1.006 |       |       |
|                                                                                                                   | Rs.50,001 – Rs.75,000 | 31  | 3.34 | 0.945 |       |       |
|                                                                                                                   | Above Rs.75,000       | 20  | 3.30 | 0.996 |       |       |
|                                                                                                                   | Total                 | 150 | 3.41 | 0.959 |       |       |
| Interpersonal Engagement and Electronic Word-of-Mouth Influencing Gen Z Consumers' Skincare Purchase Intentions   | Below Rs.15,000       | 39  | 3.61 | 1.166 | 0.665 | 0.618 |
|                                                                                                                   | Rs.15,001 – Rs.30,000 | 36  | 3.76 | 1.024 |       |       |
|                                                                                                                   | Rs.30,001 – Rs.50,000 | 24  | 3.55 | 1.060 |       |       |
|                                                                                                                   | Rs.50,001 – Rs.75,000 | 31  | 3.53 | 1.168 |       |       |
|                                                                                                                   | Above Rs.75,000       | 20  | 3.27 | 1.043 |       |       |
|                                                                                                                   | Total                 | 150 | 3.57 | 1.096 |       |       |

There is no substantial link between influence of social media creators' source credibility on gen z consumers' skincare purchase intentions (0.000) and creator-generated content value and quality influence gen z consumers' intention to purchase skincare products (0.002). There is a substantial link between role of information utility and persuasive communication in shaping gen z consumers' skincare purchase intentions (0.811) and interpersonal engagement and electronic word-of-mouth influencing gen z consumers' skincare purchase intentions (0.618).

### **Influence of Social Media Creators' Source Credibility on Gen Z Consumers' Skincare Purchase Intentions**

The results revealed a significant difference in consumers' responses based on monthly personal income. Consumers earning above Rs.75,000 recorded the highest level of agreement (3.68), while those earning Rs.15,001–Rs.30,000 recorded the lowest level of agreement (2.62).

### **Creator-Generated Content Value and Quality Influence Gen Z Consumers' Intention to Purchase Skincare Products.**

The analysis indicates a significant variation in consumers' perceptions across monthly personal income groups. Consumers earning above Rs.75,000 expressed the highest degree of agreement (3.42), while those in the Rs.15,001–Rs.30,000 category showed the lowest agreement (2.80).

### Comparison between the Sociographic Variables (Skincare Purchase Inclination) of the Consumers and Various Dimensions

Ho2: There is a substantial link between the sociographic variables (skincare purchase inclination) of the consumers and various dimensions.

| Dimensions                                                                                                        | Skincare Purchase Inclination | N   | Mean | SD    | F      | Sig   |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------|-----|------|-------|--------|-------|
| Influence of Social Media Creators' Source Credibility on Gen Z Consumers' Skincare Purchase Intentions           | Very Low Inclination          | 28  | 2.38 | 0.880 | 12.935 | 0.000 |
|                                                                                                                   | Low Inclination               | 34  | 2.65 | 0.699 |        |       |
|                                                                                                                   | Moderate Inclination          | 29  | 3.12 | 0.724 |        |       |
|                                                                                                                   | High Inclination              | 42  | 3.50 | 0.816 |        |       |
|                                                                                                                   | Very High Inclination         | 17  | 3.66 | 0.913 |        |       |
|                                                                                                                   | Total                         | 150 | 3.04 | 0.917 |        |       |
| Creator-Generated Content Value and Quality Influence Gen Z Consumers' Intention to Purchase Skincare Products.   | Very Low Inclination          | 28  | 2.72 | 0.739 | 6.117  | 0.000 |
|                                                                                                                   | Low Inclination               | 34  | 2.78 | 0.608 |        |       |
|                                                                                                                   | Moderate Inclination          | 29  | 3.22 | 0.530 |        |       |
|                                                                                                                   | High Inclination              | 42  | 3.19 | 0.601 |        |       |
|                                                                                                                   | Very High Inclination         | 17  | 3.41 | 0.581 |        |       |
|                                                                                                                   | Total                         | 150 | 3.04 | 0.657 |        |       |
| Role of Information Utility and Persuasive Communication in Shaping Gen Z Consumers' Skincare Purchase Intentions | Very Low Inclination          | 28  | 3.31 | 1.051 | 1.154  | 0.334 |
|                                                                                                                   | Low Inclination               | 34  | 3.56 | 0.883 |        |       |
|                                                                                                                   | Moderate Inclination          | 29  | 3.42 | 1.053 |        |       |
|                                                                                                                   | High Inclination              | 42  | 3.23 | 0.952 |        |       |
|                                                                                                                   | Very High Inclination         | 17  | 3.73 | 0.751 |        |       |
|                                                                                                                   | Total                         | 150 | 3.41 | 0.959 |        |       |
| Interpersonal Engagement and Electronic Word-of-Mouth Influencing Gen Z Consumers' Skincare Purchase Intentions   | Very Low Inclination          | 28  | 3.54 | 1.176 | 0.895  | 0.468 |
|                                                                                                                   | Low Inclination               | 34  | 3.80 | 1.027 |        |       |
|                                                                                                                   | Moderate Inclination          | 29  | 3.49 | 1.099 |        |       |
|                                                                                                                   | High Inclination              | 42  | 3.38 | 1.130 |        |       |
|                                                                                                                   | Very High Inclination         | 17  | 3.79 | 1.011 |        |       |
|                                                                                                                   | Total                         | 150 | 3.57 | 1.096 |        |       |

There is no substantial link between influence of social media creators' source credibility on gen z consumers' skincare purchase intentions (0.000) and creator-generated content value and quality influence gen z consumers' intention to purchase skincare products (0.000). There is a substantial link role of information utility and persuasive communication in shaping gen z consumers' skincare purchase intentions (0.334) and interpersonal engagement and electronic word-of-mouth influencing gen z consumers' skincare purchase intentions (0.468).

#### Influence of Social Media Creators' Source Credibility on Gen Z Consumers' Skincare Purchase Intentions

The results suggest a significant disparity in consumers' attitudinal responses across inclination categories. Consumers exhibiting very high inclination showed the highest degree of agreement (3.66), whereas those classified as very low inclination displayed the lowest degree of agreement (2.38).

#### Creator-Generated Content Value and Quality Influence Gen Z Consumers' Intention to Purchase Skincare Products.

The results highlight significant differences in consumers' attitudinal responses according to their inclination levels. The very high inclination category attained the highest agreement (3.41), while the very low inclination category registered the lowest agreement (2.72).

## FINDINGS

### Demographic profile of the Consumers

Most of the consumers belonged to the 35–39 years age group. Most of the consumers were male. Most of the consumers had higher secondary educational qualifications. Most of the consumers were self-employed. Most of the consumers had a monthly personal income below Rs.15,000.

### Sociographic Profile of the Consumers

Most of the consumers reported a high creator credibility perception. Most of the consumers indicated low content value appraisal. Most of the consumers exhibited low digital information responsiveness. Most of the consumers demonstrated a high social interaction propensity. Most of the consumers reported a high skincare purchase inclination.

## SUGGESTIONS

- ❖ Collaborating with creators possessing high perceived expertise may enhance consumer confidence in evaluations.
- ❖ Encouraging creators to demonstrate greater honesty and transparency might strengthen consumer trust in recommendations.
- ❖ Prioritising creators who maintain consistency in their skincare content could reinforce recommendation credibility.
- ❖ Ensuring creator content includes balanced evaluations rather than promotional claims may improve perceived authenticity.
- ❖ Producing content that aids product suitability assessment might improve purchase-related decision-making.
- ❖ Encouraging comparative content formats could support consumers in evaluating competing skincare products.
- ❖ Designing more engaging and persuasive messaging strategies may increase consideration of recommended products.
- ❖ Leveraging electronic word-of-mouth platforms could provide valuable insights into consumer experiences and enhance purchase propensity.

## CONCLUSION

The research concludes that social media creators significantly influence Gen Z consumers' skincare purchase intentions. Source credibility, content value and quality, information utility, persuasive communication, interpersonal engagement and electronic word-of-mouth contribute to consumers' perceptions and purchase considerations. Credible and informative creator content increases consumer confidence and supports informed skincare purchase decisions.

The findings indicate that consumer responses vary across monthly personal income and skincare purchase inclination groups. Significant differences are observed in source credibility and creator-generated content value and quality, indicating that these factors influence consumer responses across different groups. However, information utility, persuasive communication, interpersonal engagement and electronic word-of-mouth do not show significant differences across the respective groups, suggesting relatively consistent consumer responses to these factors.

Overall, the research concludes that authentic, reliable, informative and engaging social media creator content plays an important role in shaping Gen Z skincare purchase intentions. Skincare brands can strengthen creator-based marketing strategies by collaborating with knowledgeable and credible creators who provide transparent, relevant and engaging content. Such strategies support consumer confidence and enhance consideration of skincare products among Gen Z consumers.

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