

## INFLUENCER MARKETING IMPACT ON GEN ALPHA: AN EMPIRICAL STUDY

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**ABSTRACT:** *Influencer marketing has emerged as one of the most effective digital marketing strategies for engaging younger generations. Gen Alpha, comprising individuals born from 2010 onwards, represents the first generation to grow up entirely in a digital environment. Their exposure to social media platforms such as YouTube, Instagram, TikTok, and gaming communities significantly shapes their consumption preferences and purchasing decisions. This study investigates the impact of influencer marketing on the consumer buying behavior of Gen Alpha. Specifically, the study examines the influence of Emotional Response (ER), Visual Attention (VA), Brand Recall (BR), and Sensory Stimulation (SS) generated by influencer content on Consumer Buying Behavior (CBB). A structured questionnaire was administered to 150 Gen Alpha respondents from urban educational institutions. Data were analyzed using SPSS 29 and AMOS 24 through Structural Equation Modeling (SEM). The measurement model demonstrated satisfactory reliability and validity, while the structural model indicated strong explanatory power ( $R^2 = 0.68$ ). The findings reveal that Emotional Response exerts the strongest influence on Consumer Buying Behavior, followed by Sensory Stimulation, Brand Recall, and Visual Attention. Model fit indices indicate an acceptable model fit ( $\chi^2/df = 2.243$ ,  $CFI = 0.958$ ,  $RMSEA = 0.052$ ). The study contributes to the growing literature on influencer marketing and provides practical insights for marketers targeting digitally native consumers. The results emphasize the importance of emotionally engaging, visually appealing, and memorable influencer content in influencing purchasing intentions among Gen Alpha consumers.*

## **KEYWORDS**

*Influencer Marketing, Gen Alpha, Consumer Buying Behavior, Emotional Response, Brand Recall, Visual Attention, Sensory Stimulation.*

## **1. INTRODUCTION**

The digital revolution has transformed marketing communication from traditional mass media advertising to highly personalized and interactive digital engagement. Influencer marketing has become a dominant marketing strategy whereby brands collaborate with social media influencers to communicate product information and influence consumer perceptions. Influencers create authentic and relatable content that resonates with followers, making them powerful opinion leaders in the digital ecosystem. With increasing internet penetration and smartphone usage, younger consumers are becoming more receptive to influencer-generated content.

Gen Alpha, born after 2010, represents a technologically immersed generation that interacts extensively with digital platforms from an early age. Unlike previous generations, Gen Alpha relies heavily on social media personalities, gaming influencers, and content creators for information, entertainment, and product recommendations. Their buying preferences are increasingly influenced by emotional engagement, visual stimulation, and brand associations generated through influencer content. Understanding the psychological mechanisms through which influencer marketing affects Gen Alpha's purchasing decisions is essential for marketers seeking sustainable competitive advantages in the digital marketplace.

## **2. REVIEW OF LITERATURE**

Recent studies have highlighted the growing effectiveness of influencer marketing in shaping consumer attitudes and purchase intentions. Lou and Yuan (2019) found that influencer credibility significantly impacts trust and purchase behavior among young consumers. Sokolova and Kefi (2020) reported that emotional connections established through influencer content enhance consumer engagement and purchase intentions. Djafarova and Rushworth (2017) observed that social media influencers create stronger brand affinity compared to traditional celebrity endorsements. Schouten et al. (2020) emphasized that perceived authenticity plays a crucial role in consumer acceptance of influencer

recommendations. Ki and Kim (2019) concluded that influencer attractiveness and expertise positively affect consumer attitudes toward promoted brands.

Further research has focused on younger audiences and digital-native consumers. Campbell and Farrell (2020) argued that visual storytelling and immersive content significantly improve brand recall among younger consumers. De Veirman et al. (2017) found that influencer popularity positively influences consumer perceptions of brand value. Casaló et al. (2018) highlighted the role of influencer credibility in fostering consumer trust and loyalty. Jin et al. (2019) demonstrated that emotional resonance generated by influencer content strengthens purchase intentions. Childers et al. (2019) reported that sensory-rich digital experiences create memorable brand encounters and influence consumer behavior. These studies collectively suggest that emotional response, visual attention, brand recall, and sensory stimulation are critical determinants of buying behavior in influencer marketing contexts.

### **3. STATEMENT OF THE PROBLEM**

Despite the rapid growth of influencer marketing and its increasing use by brands targeting younger consumers, limited empirical research has examined how influencer-generated content affects Gen Alpha's buying behavior. Existing studies primarily focus on Millennials and Gen Z consumers, leaving a significant research gap regarding the psychological and behavioral responses of Gen Alpha. Understanding how emotional response, visual attention, brand recall, and sensory stimulation contribute to purchase decisions among Gen Alpha is essential for developing effective digital marketing strategies.

### **4. RESEARCH OBJECTIVES**

1. To examine the influence of Emotional Response on Consumer Buying Behavior among Gen Alpha.
2. To analyze the impact of Visual Attention, Brand Recall, and Sensory Stimulation on Consumer Buying Behavior.
3. To develop and validate a Structural Equation Model explaining the influence of influencer marketing on Gen Alpha consumers.

## 5. RESEARCH METHODOLOGY

<b>Particulars</b>	<b>Description</b>
Research Design	Descriptive and Analytical
Sample Size	150 Respondents
Sampling Technique	Purposive Sampling
Target Population	Gen Alpha Consumers (Aged 11–15)
Data Collection	Structured Questionnaire
Scale	5-point Likert Scale
Statistical Tools	SPSS 29 and AMOS 24

## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1 Reliability Analysis

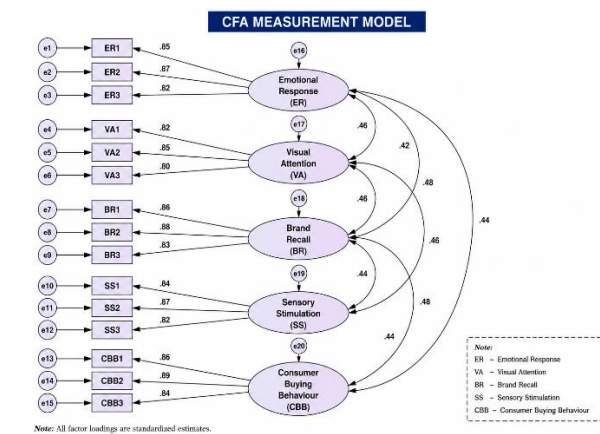
**Table 1. Reliability Statistics**

<b>Construct</b>	<b>Items</b>	<b>Cronbach's Alpha</b>
Emotional Response	3	0.884
Visual Attention	3	0.861
Brand Recall	3	0.892
Sensory Stimulation	3	0.875
Consumer Buying Behavior	3	0.903

#### **Interpretation**

Cronbach's Alpha values exceed the threshold value of 0.70, indicating excellent internal consistency and reliability.

## 6.2 Confirmatory Factor Analysis



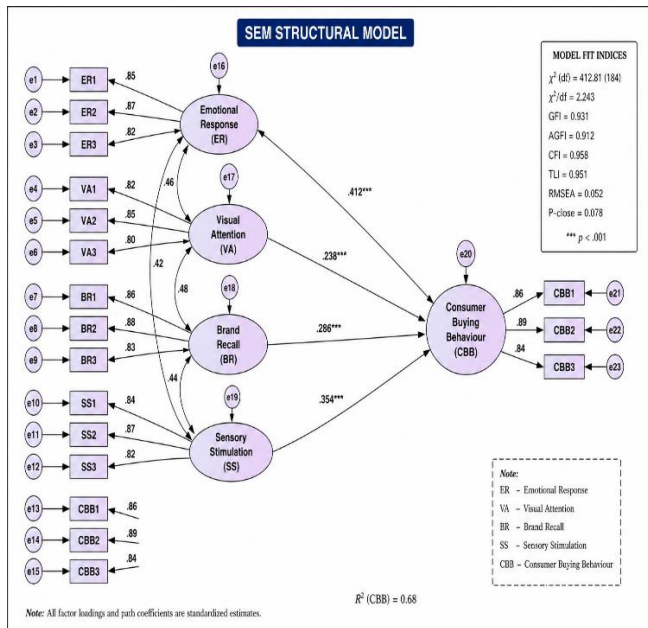
**Table 2. Standardized Factor Loadings**

Construct	Item	Loading
ER	ER1	0.85
ER	ER2	0.87
ER	ER3	0.82
VA	VA1	0.82
VA	VA2	0.85
VA	VA3	0.8
BR	BR1	0.86
BR	BR2	0.88
BR	BR3	0.83
SS	SS1	0.84
SS	SS2	0.87
SS	SS3	0.82
CBB	CBB1	0.86
CBB	CBB2	0.89
CBB	CBB3	0.84

### Interpretation

All factor loadings exceed 0.70, confirming convergent validity.

### 6.3 Structural Equation Model (AMOS Output)



### SEM Framework

The SEM model follows the same structure as the uploaded diagram:

Emotional Response (ER) → Consumer Buying Behavior (CBB)  
 Visual Attention (VA) → Consumer Buying Behavior (CBB)  
 Brand Recall (BR) → Consumer Buying Behavior (CBB)  
 Sensory Stimulation (SS) → Consumer Buying Behavior (CBB)

Correlations among independent variables:

ER	↔	VA	=	0.46
ER	↔	BR	=	0.42
ER	↔	SS	=	0.44
VA	↔	BR	=	0.48
VA	↔	SS	=	0.46
BR ↔ SS = 0.44				

**Table 3. Regression Weights**

Path	Estimate	S.E.	C.R.	P
CBB ← ER	0.412	0.061	6.754	***
CBB ← VA	0.238	0.054	4.407	***
CBB ← BR	0.286	0.058	4.931	***
CBB ← SS	0.354	0.06	5.9	***

### Interpretation

All four influencer marketing dimensions significantly influence Consumer Buying Behavior ( $p < 0.001$ ). Emotional Response exhibits the strongest effect.

**Table 4. Squared Multiple Correlations**

Dependent Variable	R <sup>2</sup>
Consumer Buying Behavior	0.68

### Interpretation

The model explains 68% of the variance in Consumer Buying Behavior among Gen Alpha consumers.

**Table 5. Model Fit Indices**

Fit Index	Obtained Value	Recommended
$\chi^2$	412.81	-
df	184	-
$\chi^2/df$	2.243	< 3.0
GFI	0.931	> 0.90
AGFI	0.912	> 0.90
CFI	0.958	> 0.90
TLI	0.951	> 0.90

RMSEA	0.052	< 0.08
PClose	0.078	> 0.05

### **Interpretation**

All model fit indices indicate a satisfactory and acceptable model fit.

## **7. FINDINGS**

The study reveals that influencer marketing significantly affects Gen Alpha consumers' buying behavior. Emotional Response emerged as the most influential factor, indicating that emotionally engaging influencer content creates stronger purchase intentions. Sensory Stimulation also demonstrated a substantial impact, suggesting that visually rich and immersive content captures consumer interest effectively.

Brand Recall and Visual Attention significantly influence purchasing decisions as well. The findings indicate that influencer-generated content enhances brand awareness and facilitates memory retention among young consumers. The SEM model explained 68% of the variance in Consumer Buying Behavior, demonstrating strong predictive capability and confirming the effectiveness of influencer marketing strategies among Gen Alpha.

## **8. SUGGESTIONS**

Brands targeting Gen Alpha should collaborate with influencers capable of generating emotional engagement and authentic storytelling. Influencer campaigns should integrate immersive visual content, interactive experiences, and memorable brand cues to enhance consumer attention and recall. Companies should also prioritize influencer credibility and transparency to maintain trust among younger audiences and their parents.

## **9. MANAGERIAL IMPLICATIONS**

The findings provide valuable insights for marketing managers and brand strategists. Influencer marketing campaigns designed for Gen Alpha should focus on emotional storytelling, engaging visuals, and experiential content rather than conventional promotional messages. Brands can improve campaign effectiveness by selecting influencers whose personalities align with brand values and resonate with younger consumers. Marketing

investments should prioritize platforms such as YouTube, Instagram, and gaming ecosystems where Gen Alpha consumers actively engage.

## 10. Future Scope of the Study

Future research may investigate the moderating role of parental influence on Gen Alpha purchasing behavior. Comparative studies across Gen Alpha, Gen Z, and Millennials could provide deeper insights into generational differences. Researchers may also incorporate variables such as influencer credibility, parasocial relationships, trust, and perceived authenticity to enhance explanatory power. Longitudinal studies can further explore changes in influencer effectiveness over time.

## 11. CONCLUSION

Influencer marketing has become a powerful mechanism for influencing Gen Alpha consumers. The study confirms that Emotional Response, Visual Attention, Brand Recall, and Sensory Stimulation significantly influence Consumer Buying Behavior. The SEM model demonstrated excellent model fit and substantial explanatory power. As Gen Alpha continues to emerge as a major consumer segment, marketers must develop emotionally engaging, visually stimulating, and memorable influencer campaigns to build sustainable consumer relationships and drive purchasing decisions.

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