

Impact of Social Media Influencers' Attributes on Buying Intention in the Beauty Care Industry: Special Reference to Z Generation in Sri Lanka

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In the dynamic landscape of Sri Lanka's beauty care business, this research focuses on unraveling the relationship between the features of social media influencers and consumer purchase intentions, particularly among the tech-savvy Generation Z, born between 1997 and 2012. The research focuses on four essential attributes: expertise, trustworthiness, attractiveness, and likability, which were carefully selected based on a thorough analysis of previous literature. The research attempts to provide detailed knowledge of how influencers shape the preferences and decisions of this distinct group by delving into these factors. A systematically constructed questionnaire was delivered to a representative sample of 384 respondents to collect meaningful data, ensuring a comprehensive study of Generation Z's opinions. Using SPSS 17.0's analytical power, the acquired data was subjected to both descriptive and inferential statistical analyses, providing a quantitative lens through which to interpret the findings. A factor analysis was used to confirm the study's dependability and ensure the robustness of the conclusions reached. As the beauty care industry evolves, the findings of this study will be a significant tool for both industry practitioners and scholars. It delivers actionable information for marketers looking to optimise influencer tactics by throwing light on the precise traits that resonate with Generation Z. Furthermore, the study adds to the larger conversation around influencer marketing by emphasising the importance of a tailored strategy that corresponds with the features and interests of the targeted population. In short, this research serves as a compass for navigating the convergence of social media influence, consumer behaviour, and Sri Lanka's developing beauty care market.

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