

The Impact of Social Media Influencer Marketing on Purchasing Intention of Mobile Devices: Moderating Role of Brand Credibility with Special Reference to Gen Z in Sri Lanka

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The rapid growth of social media usage and the mobile phone industry in Sri Lanka, particularly among Generation Z, has underscored the urgency of comprehending influencer marketing strategies and assessing their efficacy. Therefore, this research aims to examine the impact of social media influencers on the purchasing intentions of Gen Z mobile phone users in Sri Lanka. In response to this evolving landscape, this research seeks to offer comprehensive insights into how influencer attributes and brand credibility shape consumer behaviour, with a specific focus on Gen Z consumers. To achieve this, the study uses the TEARS model as a theoretical framework, analysing the impact of influencer characteristics on purchase intention. The research was conducted through a quantitative approach, using a questionnaire to collect the data. The primary findings suggest a substantial influence of influencers on purchasing intentions, with brand credibility acting as a moderating factor. This research provides valuable insights for mobile phone brands, guiding businesses on how to effectively use social media influencers to foster positive purchase intentions and bridge the knowledge gap regarding the strategic use of social media influencers for marketing in the mobile phone industry.

Keywords: *Brand Credibility, Generation Z Sri Lanka, Influencer Marketing, Mobile Phones, Purchasing Intention, Social Media*