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The Influence of Macro Influencers on the Purchasing Intention of Gen Z Fernandinos in the Philippines

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Abstract

This study examines how macro influencers affect the Generation Z purchasing intentions in the City of San Fernando Pampanga. Macro influencers play a significant role in marketing because they can reach and influence a wide audience since they have a large social media follower. The research tackled three factors; credibility, attitude, and trust that shape the purchasing intention of a customer. A survey of 270 Generation Z respondents was conducted to understand how these factors influence their buying decisions. The findings show that Generation Z is more likely to trust and be influenced by macro influencers when the endorsements are perceived as credible and aligned with their personal values. Overall, the study concludes that macro influencers significantly influence the purchasing intentions of Generation Z. The results suggest that marketers should collaborate with credible and relatable macro influencers to effectively target Generation Z consumers. Future studies may also examine how macro influencers affect purchasing intentions in other regions of the Philippines.

Keywords: Attitude, Generation Z, Macro Influencer, Perceived Credibility, Purchasing Intention, Trust.

INTRODUCTION

The influence of macro influencers on the purchasing intentions, mainly among Generation Z, has become a focus on academic and practical interest in recent years. Generation Z is highly active on social media platforms such as Facebook, YouTube, Instagram, and TikTok, making them more exposed to influencer content. Macro influencers, who have between 100,000 to millions of followers, can strongly affect consumer behavior through product endorsements and online reviews.

According to Huang and Copeland (2020) & Duong and Nguyen (2024), Generation Z often perceives influencers as more authentic and relatable than traditional advertisements. This perception increases the effectiveness of influencer marketing.

Additionally, Chu (2023) found that an influencer's attractiveness and expertise can significantly affect purchasing intention, while Kumar and Shah (2023) emphasized that influencer-amplified

reviews and ratings help build consumer trust. Overall, the credibility, relatability, and expertise of macro influencers play a key role in shaping campaigns, particularly among Generation Z, who are known for their discerning approach to digital content and endorsements.

Although influencer marketing has been widely studied, the existing research primarily focuses on general influencer categories with minimal study about the different categories like macro influencer. Furthermore, some studies on influencer marketing are more likely conducted in other countries and focus on general, leaving the limited understanding about how macro influencer affect the purchasing intention of generation Z in the local settings. Therefore, this study aims to explore the influence of macro influencer on the purchasing intention of generation Z in the City of San Fernando, Pampanga.

METHODOLOGY

A structured survey questionnaire was utilized as the primary research instrument in this study, employing a quantitative research approach. The survey targeted Generation Z respondents, who were selected through a simple random sampling technique. The questionnaire was adapted from a previous study entitled "The Effectiveness of Social Media Influencers in the Cosmetic and Skincare Industry to the Purchase Intention of the Generation Z Filipinos", conducted by Castillo, R. A., Jaramillo, C. Z., & Sy, L. (2022).

This survey questionnaire was distributed through an online platform via Google Forms that collected detailed information on how social media influencers influence Generation Z's purchasing intention. The target population was limited to Generation Z individuals residing in the City of San Fernando, Pampanga, born between 1998 and 2012.

A total of 270 respondents were selected for participation in the study. This sample size was deemed sufficient to provide a reliable representation of the target population.

RESULTS AND DISCUSSION

Table 1. Perceived Credibility

Indicators	Mean	Std Dev.	Verbal Description
1. I believe that the more followers an influencer has, the more authentic are his/her recommendations	2.99	0.90	Agree
2. I believe the Influencer's recommendations are more trustworthy when they are not being sponsored by the brand they are recommending	3.21	0.86	Agree
3. I perceive influencers as credible when their message in their post	3.18	0.81	Agree

(on social media) is clear and persuasive			
AVERAGE	3.12	0.70	Agree

Table 1 shows the respondents' perceived credibility on macro influencers. The statement with the highest mean is "I believe the Influencer's recommendations are more trustworthy when they are not being sponsored by the brand they are recommending." with 3.21 and standard deviation 0.86 and the result interpreted as "Agree". The findings shows that most respondents are most likely to trust the recommendations of influencers when they are not sponsored by the brand they endorsed. The findings suggest a strong correlation between respondents' purchasing intentions and their perception of the credibility of macro influencers.

According to Bergkvist and Zhou (2016), consumers positively view a brand or product when they are endorsed by reliable people. Furthermore, a study conducted by Lim et al. (2017) states that an information is trustworthy when it is provided by an influencer.

Table 2. Respondents' Attitude on the macro influencer

Indicators	Mean	Std Dev.	Verbal Description
1. If my favorite online personality recommends a brand, I am more likely to try it	3.02	0.87	Agree
2. I feel good about buying from a brand represented by a reputable influencer	3.13	0.84	Agree
3. I perceive the brand as a quality brand based on the influencer who promotes them	3.03	0.84	Agree
AVERAGE	3.06	0.72	Agree

Table 2 Shows the respondents' attitudes toward macro influencers where the statement with the highest weighted mean is "I feel good about buying from a brand represented by a reputable influencer." with a mean of 3.13 and standard deviation of 0.84 which is interpreted as "Agree". The result implies that a positive attitude from influencers contributes to increased purchasing intentions.

A study by Sokolova and Kefi (2020), emphasizes that a positive demeanor of an influencer and their authenticity greatly influence consumers, particularly among young generations. Additionally, Grace and Ming (2018) explains that when influencers demonstrate a favorable attitude when endorsing a product, customers are most likely to make a purchase.

Table 3. Respondents' Trust in the Macro Influencers

Indicators	Mean	Std Dev.	Verbal Description
1. I perceive the influencer as trustworthy based on the quality of their content	3.04	0.91	Agree
2. I trust influencers based on their product reviews	3.11	0.87	Agree
3. I trust organic reviews more than company-controlled reviews	3.23	0.85	Agree
4. I trust more the recommendations of Influencers that communicate with their followers (answering questions, answering DM, launching pools, interacting with followers).	3.28	0.78	Agree
AVERAGE	3.16	0.71	Agree

Table 3 shows the respondents' trust with macro influencers. The statement with the highest mean is "I trust more the recommendations of Influencers that communicate with their followers" with a mean of 3.28 and a standard deviation of 0.78. The statement is interpreted as "Agree". The results indicate that the respondents trust a recommendation more if influencers interact with their customers.

According to Hong and Cha (2013), it is shown that trust plays an important role in online purchase intention, especially in e-commerce. Hu et al. (2019) also stated that highly reliable content or information on the internet can easily influence numerous consumers.

Table 4. How will Generation Z assess their purchasing Intention?

Indicators	Mean	Std Dev.	Verbal Description
1. I have felt more confident about buying a product after seeing the Influencer that I follow recommending/using it	3.00	0.86	Agree

2. I actively seek out reviews from influencers before making purchase decisions	3.15	0.86	Agree
3. I am more likely to buy a product that is recommended by an influencer.	3.09	0.84	Agree
AVERAGE	3.08	0.72	Agree

Table 4 shows the respondents' purchase intention with the influence of macro influencers where the statement "I actively seek out reviews from influencers before making purchase decisions." has the highest mean of 3.15 and standard deviation of 0.86, which is interpreted as "Agree". The results indicate that before making a purchase, the majority of Generation Z actively looks for influencer reviews. This suggests that respondents rely on the influencer's review when making a purchase.

According to Lim et al. (2018), it is proven when Generation Z are actively engaged in social media with persuasive content, their purchasing intention is more likely to increase.

Table 5. Regression Analysis

Model	B	Std. Error	Beta	t	Sig.	Decision
Macro influencers	.296	.333		2.225	.027	Significant
Perceived Credibility	.185	.058	.179	3.184	.002	Significant
Attitudes	.343	.059	.341	5.769	.000	Significant
Trust	.365	.066	.356	5.566	.000	Significant

a. Dependent Variable: Purchasing Intention

Table 5 presents the result of the detailed regression analysis for this study. Overall, the three characteristics of macro influencers which are perceived credibility, attitude and trust significantly influence Generation Z purchasing intention. Among these characteristics trust and attitude have the most impact, while the perceived credibility plays an important but a smaller impact.

This aligns with the findings of Lou and Yuan (2019), who demonstrated that influencer credibility and trustworthiness significantly enhance consumers' purchase intentions by building emotional connections and confidence in the product or service being promoted.

CONCLUSION

1. With regards to the characteristics of macro influencers, namely their perceived credibility attitude and also trust, this study shows and demonstrates the clear agreement

with the proposed statement, which indicates that these influencers traits have a significant effect on the Generation Z Purchasing Behavior.

2. The study shows that Generation Z considered multiple factors before the purchase, and also feels more comfortable purchasing the products endorsed by the influencers that they follow. Which shows a strong tendency to trust the influencers recommendation.
3. The study shows that macro influencers have a significant influence on Generation Z purchasing intention. Their ability to influence consumers is particularly powerful due to their perceived credibility, trustworthiness and attitude, making them an essential element in modern marketing

RECOMMENDATION

1. Companies should reach out with influencers whose values align with their brand and focus on authenticity of their content and effectively reach and gain the Generation Z trust.
2. Businesses should target Generation Z by using influencer partnerships as part of a strategy that includes informative content, reviews, and engaging formats like unboxing videos. Since Generation Z values credible recommendations and detailed product information, brands should collaborate with influencers who genuinely align with their values to effectively boost purchase intention.
3. The researchers recommend that companies and businesses should choose reputable influencers, since generation Z is more likely to purchase the products endorsed by influencers that they follow.
4. Future researchers, it is recommended that they consider a broader range of influencers classification, including micro, macro, mega, and celebrity influencers to better understand how each affects Generation Z's purchasing decisions and overall marketing effectiveness.

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