

# **Impact of Social Media Influencers on Customer Purchase Intention among Generation Z: with Special Reference to Mobile Phones in Sri Lanka**

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Influencer marketing is expanding exponentially throughout the world, causing marketers to see this marketing strategy as an essential part of their marketing options. Mobile phones are getting more attention, and it has become a continual existence in a person's everyday life. It is not solely used for essential communication purposes but also to enhance people living style. Similarly, tech influencers have great influence over their followers. Consequently, this research determines the personal factors of Social Media Influencers that contribute to influencing customer's purchase intention among generation Z with special reference to mobile phones. Application of source credibility and source attractiveness models are used. The variables contracted including trustworthiness, expertise, likeability, similarity, and familiarity. The quantitative method is used, whereby survey questionnaires were distributed to obtain data from social media users age among generation Z. The results of the hypotheses testing presented that purchase intention is positively influenced by trustworthiness, expertise, likeability, and familiarity. As a result, the research findings are used to give future researchers and marketers better insight into how social media influences the customers' purchase intention.

**Keywords:** *Generation Z, Purchase Intention, Social Media Influencers, Source Attractiveness, Source Credibility*