

Reach, Resonance and Relevance of Social Media Influencers on Generation Z and Alpha Generation

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ABSTRACT

Social media influencers (SMIS) are playing an increasingly dominant role in marketing, especially towards Gen Z and Gen Alpha. This study explores how these generations perceive SMIS and how it influences their consumer behavior, purchasing decisions, and lifestyle choices. Gen Z and Gen Alpha are particularly susceptible to influencer marketing due to their digital nativity and reliance on social media for information and entertainment. The study defines three key characteristics of SMIS: reach, resonance, and relevance. Reach refers to the number of people a SMI can reach with their content. Resonance refers to the level of connection and engagement an influencer has with their audience. Relevance refers to how closely aligned a SMI content is with a brand and its target audience. The study highlights the implications of these findings for marketers, influencers, and scholars. Marketers can leverage influencer marketing to reach their target audience and influence consumer behavior by choosing SMIS with high reach, relevance, and resonance. Influencers can learn how to build deeper connections with their audience and create content that resonates with Gen Z and Gen Alpha. Scholars can use this research to understand how generational dynamics interact with technology and inform future studies on consumer behavior and digital influence. Overall, this study provides valuable insights into the growing importance of SMIS in the digital age and their impact on consumer behavior, particularly among Gen Z and Gen Alpha.

Keywords-- Generation Z, Generation Alpha, Social Media Influencers, Reach, Relevance, Resonance

I. INTRODUCTION

Overview

Social Media Influencer (SMI) are becoming dominant in the marketing sector. Reach, Relevance, and Resonance are the three SMI characteristics. The term SMI stands for "Social Media Influencers", which acts as a mediator having the ability to influence and reach a large group of people in the targeted industries by creating authentic content, including blogs, tweets, and other social

media. (Freberg et al., 2011). An influencer may not always be a celebrity. They can be an individual, a brand, an organization, or a community that can impact a targeted group of individuals to compel purchases, brand authority, and trust. SMI's create various topics, which include Fashion, gaming, and entertainment, by sharing their personal lives, which makes it more authentic and transparent. (Stepan, 2023).

Reach of Social Media Influencers towards Gen Z and Gen Alpha

Social media influencers (SMI) can reach large audiences through social media platforms. Reach refers to the number of people an SMI can reach with their content. This is typically measured by their follower count on social media platforms. SMI's have become increasingly dominant in social media platforms recently. Through these platforms' influencers can reach out to many people with their messages. (Uzunoglu & Kip, 2014). Gen Z is the first generation to grow up with the internet, smartphones, and social media integral to their lives. This means they are more likely to be influenced by SMIs than previous generations. According to a featured explainer on McKinsey's website, Generation Z (Gen Z) is often called Gen Z and generally includes individuals born from the mid-1990s to the early 2010s. Gen Z is known for growing up in a highly digital world, with the internet, smartphones, and social media being integral to their lives from an early age. They have never known a time without these technological advancements.

SMIs could play an even more significant role in the lives of Generation Alpha. Generation Alpha expects brands to respond to their questions and demonstrate more significant concern in everything they do on social media. Through social media, young people may now reconnect with their peers. Young people are more inclined to use social media to make purchases due to their daily use of technology. Gen Alpha is a group of people born in the twenty-first century who were exposed to technology as children. Technology-savvy young people are now referred to as "Gen Alpha." This indicates that Gen Alpha will

possess the most significant technological knowledge. Since Gen Alpha is the most diverse generation yet, it is essential to them that businesses are accessible to all. The global environment and culture will continue to change as a result. (Zaki et al., 2023)

Resonance of Social Media Influencers towards Gen Z and Gen Alpha

A significant role is played by social media influencers in endorsing company products. Resonance in the context of social media influencers refers to the level of connection and engagement an influencer has with their audience. Two types of social media influencers are: macro-influencers and micro-influencers. Micro-influencers have a smaller following but are more engaged with their audience. Macro-influencers have a larger next but may not be as engaged with their audience. Micro-influencers tend to have higher resonance with their audience than macro-influencers. This is because micro-influencers are likelier to communicate and build good relationships with their followers. Therefore, when brands work with micro-influencers, they are more likely to reach an audience that is more likely to be interested in their products and services. Kay et al. (2020) Today's business mainly focuses on consumers and prefers social media marketing. Advertising through social media is done perfectly, almost subconsciously, and influencers are an excellent example of that; thus, SMI plays a vital and crucial role in adolescents' lives through advertising; it has a prolonged impact on the public. If done correctly, it is interactive and engaging and connects influencers and the end consumers. (Kadam Nimish, 2021)

Generation Alpha are predicted to be the target customers that marketers would be looking for the most in the present era. They are supposed to create novel items and advance technology. They have the means to live opulent lives and are willing to spend money. Artificial intelligence is expected to be used in all of their purchase plans. Their facilities, education, way of life, and standard of living are all higher. (Thomas et al., 2020)

Relevance of Social Media Influencers towards Gen Z and Gen Alpha

Relevance refers to how closely aligned an SMI's content is with your brand and target audience. This is important because you want to work with SMIs who can create content that will interest your ideal customers. Influencers have shown importance in commercial marketing strategy, even though social media influencers may change conduct or impact public opinion. Social media influencers play a vital role in many people's daily lives. Influencers through social media focus on three main characteristics: source, message, and audience. Hudders et al. (2020) SMIs can connect with Gen Z and Gen Alpha by building relationships with them on social media. By analyzing Gen Alpha and Gen Z, it is clear that there is an

impact of influencer marketing on consumers. There are differing views on influencer marketing concerning gender, preference, and Gen Z and Pre-Gen Alpha. It also examines which of traditional endorsement and social media marketing has more influence over consumers, with the conclusion being that social media marketing has more influence and is preferred. (Charuvila, 2021)

Influencer marketing has become a method of promoting a product. The marketers believe that influencer marketing may form a positive customer view of a product to bring customers loyalty to the brand. Generation Z are very close to technology, and most of their life is spent playing with social media. Pinto and Paramita (2021).

Generation Alpha is being brought up in a technologically integrated time, so people believe they will have a virtual future. People assume that in the future, Generation Alpha won't be having direct interaction or contact with each other they will have a work-from-home lot with much more technological advancement and robotics. (Mark McCrindle, 2021) Generation Alpha is technologically adept and has access to knowledge because they have grown up with numerous digital platforms. They influence their parents' spending habits. Children are increasingly brand-sensitive and aware of brands from an early age. Together with other family elders, they actively engage in decisions about consumption. Alpha generation members love being informed about the goods and services on the market. Additionally, this generation's brand expertise frequently aids their parents in selecting the right purchases. (Raja, Gurung, & Vincent, 2021) As a part of their daily lives, kids belonging to the Alpha Generation are unable to live without their smartphones, tablets, and other devices. Technology has seen a significant transformation in this generation. Not only are they reliant on technology, but they also have a higher rate of adaptation and learning. These children consume media differently from the previous generation because they are more technologically savvy and have grown up with it. They also favour new items since they offer a novel experience. (Thomas et al., 2020)

II. OBJECTIVE AND PURPOSE

The study's primary goal is to understand how Gen Z and Gen Alpha perceive social media influencers. SMIs make regular posts about the topic on their social media channels and generate followers of vibrant, engaged people who pay close attention to their views. Social media influencers are those who, with the aid of social media platforms, can sway big audiences. They produce original content based on the preferences of their intended audience, which helps them become well-known and acquire the public's confidence. This study will contribute to our understanding of how SMIS affects Gen Z and Gen

Alpha and how it may change their purchase decisions, lifestyle choices, and consumer behaviour. In addition to shedding light on influence-driven patterns, this study attempts to make recommendations for how marketers, influencers, and researchers might interact with Gen Z and Gen Alpha effectively. This study analyses the reach, resonance, and relevance of SMIs who have their target audience, which aids marketers in carrying out marketing activities. This can be achieved by comprehending elements like following demographics, engagement rates, and the kind of content the SMI produces. After that, they might collaborate with these SMIs to market their goods and services.

III. OUTCOMES AND IMPLICATIONS

Marketers

Social media influencers influence consumer behaviour and preferences, particularly among Generation Z and Generation Alpha. Marketers are encouraged to release innovative digital games for various age groups to learn about their likes and reach them effectively.

Influencer marketing has become a method of promoting a product. The marketers believe that influencer marketing may form a positive customer view of a product to bring customers loyalty to the brand. Generation Z are very close to technology, and most of their life is spent playing with social media. Generation Alpha should feel valued on all of these platforms designed for them. Only a tiny percentage of kids in this age group are drawn to various marketing promotions. Electronics appealing to the tech-oriented youth are commonly advertised by all influencers on multiple platforms. By choosing SMIs with high reach, relevance, and resonance, marketers can create effective campaigns to reach their target audience and influence consumer behaviour and preferences. By analyzing Gen Alpha and Gen Z, it is clear that influencer marketing impacts consumers. There are differing views on influencer marketing about gender, preference, and Gen Z and Pre-Gen Alpha. It also examines which of traditional endorsement and social media marketing has more influence over consumers, with the conclusion being that social media marketing has more influence and is preferred.

Scholars

This study on social media influencers and Gen Z and Gen Alpha provides new insights into how these generations are changing consumer behaviour and digital influence. Researchers now better understand how these generations interact with, engage with, and are influenced by social media information. Scholars can use this knowledge to advance communication, marketing, and generational studies. This study also lays the foundation

for future studies on how generational dynamics interact with technology in the digital age.

Social media Influencers

Social media influencers (SMIs) are becoming increasingly important to organizations as a way to reach and engage consumers. SMIs are seen as opinion leaders who use their online reach and resonance to influence the preferences of their followers. Organizations see influencers as opinion leaders who use their online followers as a channel for the dissemination of information. As a result, they are emerging as spokespersons or brand ambassadors. They are used by businesses to support conventional marketing campaigns, to create a multiplier effect based on electronic word of mouth, and to create a "digital relationship" with their customers. They view digital engagement as being an essential component of the market today.

Proper use of social media is a way for SMEs and new ventures to compete with well-established enterprises; it is cost-effective and can target a specific consumer market. Studies show the relation between different Chinese SMI and their use of short videos and how the content is managed to influence Chinese Generation Z consumers. (For ex: Chinese tiffin box, makeup products the way they present, by their looks Gen Z may get influenced, they may be attracted towards purchasing those products).

Using influencers to promote sponsored stuff is a smart money move. Influencers make persuasive content and share it with their active and specific followers. They can talk about products in lots of ways, from subtle mentions to showing them off a lot. Influencers make people like products more by connecting their feelings and status to the product, making it feel special. When influencers give details about a product, it makes the product seem more practical. The influencer mostly gets to decide what the content is like because advertisers offer general ideas about how to talk about the sponsored stuff. Influencer marketing works well because influencers know precisely what content their followers enjoy.

IV. CONCLUSION

Influencers on social media (SMIs) are becoming more and more important in marketing, particularly for Gen Z and Gen Alpha. This study investigated how various generations view SMIs and how that perception affects their purchasing, lifestyle, and consumer behaviour. The study discovered that because of their digital nativeness and dependence on social media for information and entertainment, Gen Z and Gen Alpha are especially vulnerable to influencer marketing. The study also determined that reach, resonance, and relevance are three crucial SMI attributes that marketers should take into

account. The study emphasises how these findings affect scholars, advertisers, and influencers. By selecting SMIs with high reach, relevance, and resonance, marketers can use influencer marketing to connect with their target audience and shape customer behaviour. Influencers can learn how to engage their audience more deeply and provide content that appeals to Gen Z and Gen Alpha. This research can help scholars better understand how technology and generational dynamics interact, as well as guide future investigations into consumer behaviour and digital influence. All things considered, this study offers insightful information about the expanding significance of SMIs in the digital age and their influence on consumer behaviour, especially that of Gen Z and Gen Alpha.

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