

GEN Z PERCEPTION ON INFLUENCER MARKETING

Gender-Based Top-of-Mind Influencer Categories

- **Beauty & Skincare Products** leads in top of mind among **female**. Whereas, Tech and Gadgets lead in top of mind among male.



Influencer Trust Across Key Sectors

- **84%** trust **tech and gadgets** influencers, and **82%** trust education learning services, automobile influencers.



Most Preferred Platforms for Influencer Content

- Instagram, TikTok & YouTube are the most followed platform for influencer content.



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1. Objective

This study explores the awareness of different product and service categories endorsed by influencers while examining social media platform preferences and usage among the Gen Z. As influencer marketing continues to shape consumer perceptions and online engagement, the research aims to understand how audiences interact with influencer content across various digital platforms. By analyzing awareness of endorsed categories alongside platform usage patterns, the study provides valuable insights into consumer exposure to influencer-driven promotions. These findings can help brands identify the most effective platforms and content strategies to enhance audience reach and engagement.

2. Methodology

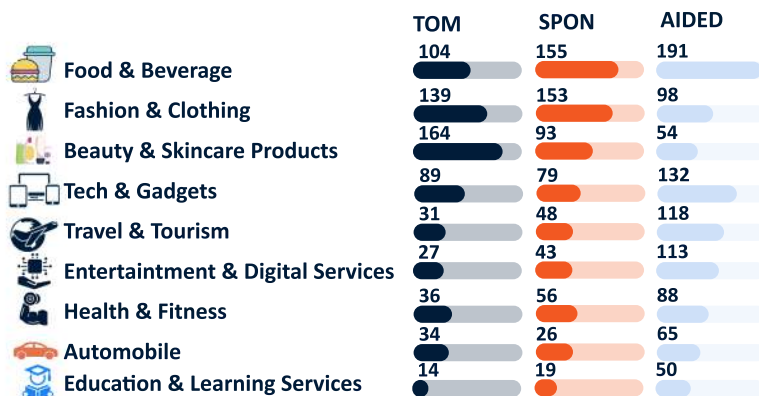
The study was conducted using a quantitative survey among 630 Gen Z respondents aged 18–28 years in Kathmandu Valley. Data was collected between May to June 2026 using digital data collection and structured questionnaires administered by experienced enumerators (CAPI). The sample included 315 males and 315 females. The collected data was analyzed using descriptive statistics in Excel and thematic analysis of open-ended responses to identify key insights.



3. Major Findings and Insights

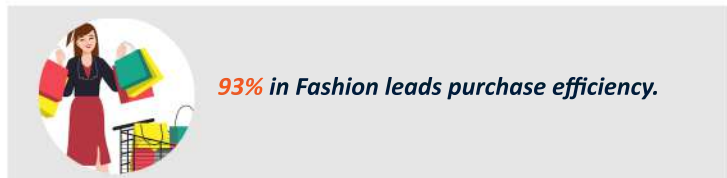
Brand Awareness

- Food and Beverages tops brand awareness, with the highest aided recall.
- Beauty and skincare Products lead in top-of-mind awareness, reflecting its strong presence in Influencer Marketing.



Funnel Insights

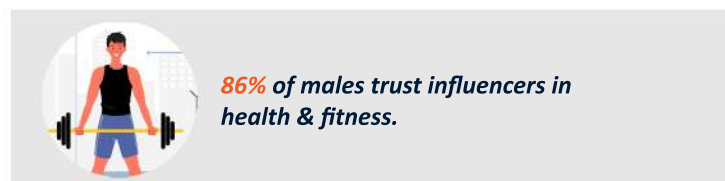
- 93% purchase efficiency in Fashion & Clothing - the highest among all categories.
- 86% purchase efficiency in Beauty & Skincare Products.
- 25% purchase efficiency in Automobile – the lowest among all categories.



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Trust in Influencer Endorsement

- 84% of respondents, mention influencer endorsing tech and gadgets categories are trustworthy.
- 86% of male respondents mention influencer endorsing health & fitness categories are trustworthy.
- 84% of female respondents mention influencer endorsing tech & gadgets categories are trustworthy.



Gender Based Preferences

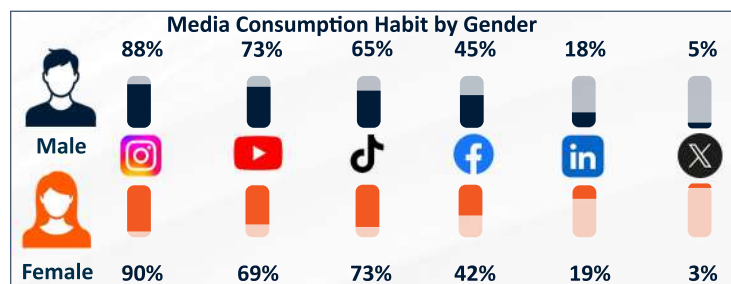
- Food & Beverages Leads in awareness among male, while Beauty & Skincare Leads in awareness among female.
- Majority of both male and female respondents follow influencers on Instagram, YouTube & TikTok.

Social Media Usage Patterns

- Respondents spend most of their time watching videos on Instagram (64.64%).
- Respondents prefer watching reels on Instagram (92.54%), TikTok (88.59%), Facebook (84%) and web series on YouTube (36.57%).

Time spent on Social Media

- 34.29% of the respondents spend three to five hours on social media daily.
- 60% of the respondents use social media mostly between 7 p.m. to 9 p.m.



4. Conclusion

The study shows that influencer marketing has a strong presence among Gen Z, particularly in the Food & Beverages, Fashion & Clothing and Beauty & Skincare Product categories. Instagram is the most preferred platform for both influencer content and media consumption, with most respondents spending 3–5 hours daily on social media and being most active during 7 p.m. to 9 p.m. Tech & Gadgets influencers are considered the most trustworthy, while Fashion & Clothing and Beauty & Skincare demonstrate the highest purchase efficiency. Overall, the findings highlight the growing influence of digital creators on Gen Z's awareness, trust, and purchase decisions, providing valuable insights for brands to develop effective influencer marketing strategies.