

The Impact of Influencer Marketing on Customer Trust and Purchasing Decisions in Qatar: Evidence from Generation Z and Millennials

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Abstract

Social media has transformed the way consumers interact with brands, with influencers playing a significant role in shaping perceptions and purchasing decisions. This study investigates the impact of influencer marketing on customer trust and purchasing decisions in Qatar, focusing on Generation Z and Millennials who actively engage with fashion-related content on Instagram. Guided by Source Credibility Theory, the research examines three key influencer characteristics—expertise, trustworthiness, and credibility—and their influence on customer trust and purchase intention. A quantitative research approach was adopted using a structured online survey distributed among Generation Z and Millennial consumers in Qatar. The collected data were analysed using SPSS through reliability, validity, correlation, and regression analyses. The findings reveal that trustworthiness and credibility have a significant positive influence on customer trust, with credibility emerging as the strongest predictor. While expertise demonstrated a positive correlation with trust, regression analysis indicated a negative effect when examined alongside other variables. Furthermore, credibility was identified as the only influencer characteristic with a significant impact on purchase intention. The study extends the application of Source Credibility Theory within Qatar's digital marketing context and provides valuable insights for marketers seeking to enhance consumer trust and influence purchasing behaviour through influencer marketing strategies.

Keywords

Influencer Marketing, Customer Trust, Purchase Intention, Generation Z, Instagram, Millennials.