

Impact of Influencer Content Attributes on Purchase Intention: A Comparative Study of Millennials and Generation Z

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ABSTRACT

In the contemporary digital economy, content creation by social media influencers (SMIs) has emerged as a dominant marketing mechanism, fundamentally altering how promotional messages persuade consumer purchase intentions. Rather than relying on traditional advertising, brands increasingly collaborate with influencers for their creative and engaging content to deliver genuine and relatable narratives that drive consumers choices. The study empirically investigates the impact of influencer's content attributes comprising Educational Content, Engaging Content, Content Format, Visual Presentation, and Contextual Cues & Captions on the Purchase Intention of Millennials and Generation Z (Gen Z). The primary data collected through a cross-sectional survey via structured questionnaire scored on a standardized five-point Likert scale. Data was collected from a purposive sample of 150 social media users, residing in Chandigarh, India, divided symmetrically into two cohorts, Millennials (75) and Generation Z (75). Cronbach Alpha confirmed the internal consistency across all the constructs. The empirical findings from multiple linear regression reveal that educational and engaging content have significant impact on purchase intention. Conversely, the content format, visual presentation, and contextual cues & captions have insignificant impact on purchase intention. Furthermore, independent sample t-test demonstrate a comparative study of Millennials and Generation Z across all the dimensions showed significant results for content format and engaging content. The omnibus ANOVA verified that independent variables collectively exert a statistically significant impact on Purchase Intention.

Keywords: Influencer Marketing, Influencers, Content Attributes, Purchase Intention, Millennials, Generation Z

1. INTRODUCTION

The global proliferation of new-age marketing communication channels has completely shifted the inclination of consumers, brands, advertisers and viewers from traditional advertising to social media influencers (SMIs) marketing, who function and operate as online opinion leaders and possess power to persuade consumer decision making (Abidin, 2015; Ki et al., 2020). At a glance, the traditional advertisements are now perceived to be more corporate, scripted, and unauthentic. This has enhanced inclination of the audience to shift to SMIs for their choices, opinions, recommendation catering to different niche domains such as travel, food, sustainability, finance, education, beauty, gaming, technology and many others. The SMIs have an art to present their content in most educative, engaging, creative, aesthetically pleasing, and in clear manner. The content created by the influencer holds an integral part in the entire influencer marketing campaign. The consumers response to influencer's endorsements, does not solely depends on source credibility: trustworthiness, expertise, attractiveness and similarity, (Hovland & Weiss, 1951), or engagement metrics or social proof or perceived fame, but it is also majorly driven by the specific content attributes delivered by the SMI (Campbell & Farrell, 2020; Lou & Kim, 2019). The content attributes are an amalgamation of different aspects such as visual presentation, informative value, entertainment value, structural formats, and contextual sponsorship cues (Hogsnes et al., 2024; Munaro et al., 2021). Content Attributes act as independent communicative stimulus that help SMI's to shape consumers behaviour (Munaro et al., 2024; Xiao et al., 2018). Consequently, isolating these attributes to understand how they impact the consumer purchase intentions still remain an area of profound academic and practical interest (Ki & Kim, 2019; Shah et al., 2023).

The present study aims to understand the impact of SMI's content attributes on consumer purchase intention across two generational cohorts: Millennials & Generation Z (Gen Z) residing in Chandigarh, India. The studies show that the digital consumption habits are fundamentally distinct across these two generations (Chan, 2022; Venciute et al., 2023). The Millennials have transitioned into digital age in their adulthood therefore they consider social media platforms for socialization, cross verifying information, selective and rational brand evaluation (Lou & Yuan, 2019). And on other hand, Gen Z have grown in digital age, they have not known world without internet, mobile phones, or social media platforms. Gen Z look for more authentic, visually dynamic, well-communicated, and possess a deep desire to mimic the SMIs to meet their psychological needs (Ki & Kim, 2019; Munaro et al., 2021). The study uses a structured quantitative analysis to understand the different SMI's content attributes and their impact on purchase intent of consumers across Millennials and Generation Z in Chandigarh. Many studies have been done related to influencer marketing catering to different influencer related factors, strategies, product-based, or niche based studied in metropolitan cities or at national level but few studies have focused on Tier2/3 urban, semi-urban cities such as Chandigarh. The city seems as a prominent economic, administrative, and educational nucleus in Northern India, Chandigarh boasts its high literacy rate, high internet users & connectivity, great blend of young & old population, increasing per capita income, high aspirational buying behaviour and highest in online shopping (Arya Avni, 2025; PF Desk, 2025; Rana, 2024). This makes Chandigarh a good sampling frame to understand how consumers in Tier2 city react to social media influencer marketing and how they perceive the SMI's content attributes that eventually boost in persuading consumer purchase intention.

2. NEED OF THE STUDY

The modern corporate marketing budgets are shifting heavily towards influencer marketing campaigns. But it is important for the influencers, brands, or advertisers to understand how to present and prepare the content that align with the follower's interest. The present study explains that influencer's content attributes involving educational content that helps to seek information, clarity and knowledge about a topic or a product/service, engaging content boosts in mood upliftment, relaxation, or simply is stress buster, content format includes stories, reels, long videos or carousels that SMIs use to present their content on different social media platforms, visual presentation meets the aesthetic appeal, quality and design of the content that attract viewers, and contextual cues & captions mentioned to explain the message of a particular post. The strategic dilemma faced by influencers and brands is whether they should invest in premium visual presentation and aesthetic designs or prioritize informational depth and educational quality of content. This creates a practical need to establish empirical benchmarks that dissect these content attributes individually and understand individually their impact on purchase intention. By measuring these attributes and subjecting them to clear generational comparison (Millennials and Gen Z), this study provides useful insights to influencers, brands, advertisers, and digital agencies aiming to maximize conversion metrics based on the influencers content.

3. OBJECTIVES OF THE STUDY

The following are the research objectives of the study:

1. To identify the impact of specific influencer's content attributes such as educational content, engaging content, content format, visual presentation, and contextual cues & captions on consumer purchase intention.
2. To evaluate the overall impact of influencer's content attributes on consumer purchase intention.
3. To examine variations in influencer's content attributes (educational content, engaging content, content format, visual presentation, and contextual cues & captions) and purchase intention across Millennials and Generation Z social media users in Chandigarh.

4. LITERATURE REVIEW

The intersection of influencer marketing and consumer decision making can be comprehensively understood by integrating two theories: Uses & Gratification (U&G) Theory and the Elaboration Likelihood Model (ELM). According to (Katz et al., 1973), Uses and Gratifications Theory argues that consumers do not passively consume social media influencers' content, instead they actively share their opinions through likes, shares and comments and actively seek for the content that align with their cognitive and affective needs. In the realm of influencer marketing, the consumers regularly seek out for certain influencers to seek distinct practical and functional utilities (Ki et al., 2020). The ELM studies explains about the central & peripheral cues that consumers perceive through different attributes while consuming SMIs content, thus impacting their consumer buying behaviour (Petty et al., 1983). The studies related to content attributes remain the prime focus of this review of existing literature.

4.1 Educational Content and Engaging Content

The educational content directly meets the cognitive and analytical aspect of receiving high-quality information, objective product reviews, and functional usage instructions (Shah et al., 2023). When an SMI delivers strong information quality, this satisfies the need of followers for more knowledge, message credibility, and clarity, this further prompts the consumer action positively (Shah et al., 2023; Xiao et al., 2018). Similarly, the engaging content helps to meet affective needs of the consumers such as feeling relaxed, a source of stress buster, entertainment, emotional enjoyment, and aesthetic pleasure (Katz et al., 1973). This emotional connection between consumer and influencer is strengthened, that further motivates the consumers to make their buying decisions without any hesitation (Ki et al., 2020; Shah et al., 2023). From ELM perspective, the educational information triggers the central route of persuasion and engaging content drives the positive affective state that supports the message that is being communicated by SMI (Petty et al., 1983).

4.2 Content Format, Visual Presentation, and Contextual Captions & Cues

Along with the core message it is really important to understand the content format, visual presentation style, and contextual captions & cues function primarily as peripheral persuasive stimuli within an ELM framework (Cacioppo et al., 1986; Petty et al., 1983). The visual presentation is necessary to enhance the visual appearance, aesthetics, and presentation of content through editing, lighting, and polishing to enhance the quality of the SMI's content that captures consumers interest and attention (Abidin, 2016; Munaro et al., 2021). The content format includes the presentation of content in different styles depending on the type of content to be delivered, sometimes SMIs opt for stories that last for 24 hours, reels for showing small videos, carousels for showcasing combination of images and videos, static post for posting images, live streams & long videos for vlogging, selling products, product reviews, or product tutorials. This shows that every consumer is different with different choices, this dictates how easily a user can consume data on social media platforms and thus impacting engagement metrics and conversion rates (Munaro et al., 2021, 2024). The contextual cues & captions include promotional codes, paid partnership labels, captions including text, hashtags & emojis that explain the purpose of the content & brand collaborations that streamline the path to purchase (Hogsnes et al., 2024). The literature gap reveals lack of studies that depict whether these attributes can significantly impact consumer purchase intention when controlling for core content quality presented by different influencers such as nano, micro, macro, or mega (Gross & Von Wangenheim, 2018).

4.3 Generational Dynamics (Millennials and Generation Z)

The way consumers process these central and peripheral cues is heavily shaped by generational socialization and cognitive abilities (Cacioppo et al., 1986; Chan, 2022). The studies show that Millennials have established proper consumer habits in a set pattern, they value pragmatic utility of social media platforms, and are keen to educational content to verify the information from the online figures, the social media influencers (Lou & Kim, 2019). In contrast, Generation Z are tech-savvy who are grown in digital era thus they are more keen to visual aesthetics, entertaining content and have comparatively shorter attention, highly responsive to rapid

content like reels or stories (Munaro et al., 2021, 2024). Furthermore, Gen Z consumers often have strong para social (one-sided) relationship and desire to mimic the lifestyle of the SMIs (Jin & Ryu, 2020; Ki & Kim, 2019).

4.4 Research Gap

The review of current influencer marketing literature reveals that extensive research has explored the impact of influencer credibility, followers count, and brand-influencer congruence (De Veirman et al., 2017; Venciute et al., 2023; Xiao et al., 2018) but there is lack of empirical work incorporating specific influencers' content attributes. Most of the existing studies treat influencers posts as a uniform stimulus rather than breaking it down into distinct attributes such as educational, engaging, content format, visual presentation, and contextual cues & captions. Furthermore, some studies addressed generational variations at broad national level or in metropolitan cities but there is dearth of studies on Tier 2 urban marketing within developing economies like India, specifically Chandigarh. The city shows great potential as data revealed that Chandigarh has surpassed all metropolitan cities in India and stands at first position in online buying (Arya Avni, 2025), this acts as evidence that the population is aware of digital marketing, inclined to online shopping, have many internet users. Finally, prior literature examined content attributes using bivariate correlations (Munaro et al., 2021). This ignored the existence of mathematical connection between multiple variables that occur within a standard consumer environment. This study fills these gaps by utilizing a multiple linear regression model alongside a localized generationally bifurcated independent t-test.

4.5 Research Hypothesis

Based on the established literature and objectives of the study, these specific hypotheses are formulated to guide the statistical testing:

- H₁: SMI's Educational Content (EDU) has a statistically significant positive effect on consumer purchase intention.
- H₂: SMI's Engaging Content (ENG) has a statistically significant positive effect on consumer purchase intention.
- H₃: SMI's Content Format (FORM) has a statistically significant positive effect on consumer purchase intention.
- H₄: SMI's Visual Presentation (VIS) has a statistically significant positive effect on consumer purchase intention.
- H₅: SMI's Contextual Cues & Captions (CUE) has a statistically significant positive effect on consumer purchase intention.
- H₆: The SMI's content attributes have an overall statistically significant positive effect on consumer purchase intention (CPI).
- H₇: A statistically significant difference exists in perceived SMI's educational content between Millennials and Generation Z.
- H₈: A statistically significant difference exists in perceived SMI's engaging content between Millennials and Generation Z.
- H₉: A statistically significant difference exists in perceived SMI's content format between Millennials and Generation Z.
- H₁₀: A statistically significant difference exists in perceived SMI's visual presentation of content between Millennials and Generation Z.
- H₁₁: A statistically significant difference exists in perceived SMI's contextual cues & captions between Millennials and Generation Z.
- H₁₂: A statistically significant difference exists in perceived consumer purchase intention between Millennials and Generation Z.

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopts empirical and quantitative research approach. The primary data collection through structured questionnaire helps to analyze the impact of SMI's content attributes on consumer purchase decisions (Ki & Kim, 2019). A casual and comparative research framework is systematically applied to meet the objectives of the study. The casual dimension evaluates how the content created and presented by the social media influencers has potential to persuade consumer perceptions and prompt them to take actions in accordance with the influencers' recommendations. While the comparative dimension highlights the variances between two major digital generational cohorts: Millennials and Gen Z (Chan, 2022; Venciute et al., 2023). To capture the respondents' overviews efficiently, a cross-sectional survey design was deployed (Shah et al., 2023). This approach captures consumer perceptions, behavioural tendencies, and psychometric orientations at single point in time. Data was simultaneously collected from both the generations for comparative and overall study of impact of SMI's content attributes on consumer purchase intention.

5.2 Population and Sample

The target population for the study comprises active social media consumers who regularly track, engage, and follow social media influencers (SMIs). Geographically, the data is collected from the respondents residing in Chandigarh, India. A region that is characterized by advanced digital connectivity, high literacy rate, increasing disposable income and maximum digital shoppers (Arya Avni, 2025; PF Desk, 2025; Rana, 2024).

A non-probability purposive sampling technique was utilized to select the participants (Shah et al., 2023). This technique was mandatory to filter out non-social media users and to ensure that all the respondents follow a social media influencer and engage with their content on social media platforms.

The sample size of 150 respondents was collected. And to satisfy the comparative demand of the research design, the sample includes a perfectly symmetrical bifurcation comprising exactly 75 Millennials (born between 1981 and 1996) and 75 Generation Z consumers (born between 1997 and 2012). A noteworthy criterion was followed to select Gen Z respondents, as only 18 years and above respondents were selected as they are independent in their decision making. The equal distribution of two generational cohorts minimizes mathematical sampling bias and maximizes the statistical validity of the group comparisons.

5.2 Data Collection Tools

For the present study primary data has been collected through structured questionnaire administered through online and offline mode. The survey instrument consists of closed-ended items divided in three sections. The first section captured demographic profile of the respondents including gender and age (Millennial or Gen Z). the second section comprised 20 specialized items, four each for evaluating five independent variables, the SMI's content attributes. Educational Content, Engaging content, Content Format, Visual Presentation and Contextual cues and captions. The third section contained 4 statements explicitly studying the dependent variable: Consumer Purchase Intention.

To maintain the clarity and cross-variable consistency, all items in second and third section were scored using a standardized five-point Likert scale, where numeric codes were assigned as: 1= Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, and 5= Strongly Agree. All the statements have been adopted from prior literature and modified to align with the objectives of the present study. Table 1 shows list of independent and dependent variables and their adapted items.

Table 1: Description of Variables And Items

Variable	Number of Items	Author
Independent Variable		
SMI's Educational Content	4 items	(Shah et al., 2023; Xiao et al., 2018)
SMI's Engaging Content	4 items	(Katz et al., 1973; Ki et al., 2020)
SMI's Content Format	4 items	(Munaro et al., 2021)
SMI's Visual Presentation	4 items	(Abidin, 2023; Munaro et al., 2024)
SMI's Contextual Captions & Cues	4 items	(Hogsnes et al., 2024)
Dependent Variable		
Consumer Purchase Intention	4 items	(Stubbs et al., 2019)

5.3 Statistical Tests

This section explains the statistical tests which are being used to analyze the Likert scale coded sheet. The detail is given as follows:

5.3.1 Cronbach's Alpha

Prior to inferential testing, Cronbach's alpha (α) coefficients are run across individual items of each construct scale to confirm adequate internal consistency and reliability of test items. The internal consistency helps to understand that multiple items of a same construct help to understand the same thing. A 0.7 or higher alpha value is accepted as a proof for good reliability of data. But according to (Hair et al., 2010) the threshold 0.7 or higher alpha value is excellent but 0.6 to 0.7 is also acceptable but below 0.6 alpha value is considered poor.

5.3.2 Descriptive Statistics

The measure of central tendency and dispersion include Mean and Standard Deviation that are computed to summarize the overall sample overviews and evaluate the baseline item behaviour.

5.3.3 Inferential Statistics

A Pearson bivariate correlation matrix is computed to identify the basic linear paths and rule out multicollinearity concerns ($r > 0.7$). Following this Multiple Regression Model paired with omnibus ANOVA f-test are calculated to test the causal structure. This helps to determine the SMI's content attributes collectively and individually predict consumer purchase intention when evaluated simultaneously within a competitive mathematical framework. Finally, an independent sample two-tailed t-test is calculated to measure whether the mean baseline evaluations across all the six constructs differ significantly between the two groups: Millennial and Generation Z.

6. RESULTS AND DISCUSSION

6.1 Results of Cronbach Alpha

Prior to executing the inferential statistics, the internal consistency of the 24 psychometric Likert items is assessed using Cronbach's Alpha (α). To meet the academic standards, calculations were performed independently for each of the six multi-item construct scales. Table 2 shows the result of Cronbach Alpha.

Table 2: Results of Cronbach Alpha
The Reliability and Internal Consistency of Variables (N=150)

Scales	No of items	Cronbach's Alpha (α)	Internal Consistency Classification
SMI's Educational Content (EDU)	4 items	0.78	Acceptable
SMI's Engaging Content (ENG)	4 items	0.77	Acceptable
SMI's Content Format (FORM)	4 items	0.97	Excellent
SMI's Visual Presentation (VIS)	4 items	0.85	Very Good
SMI's Contextual Captions & Cues (CUE)	4 items	0.79	Acceptable
Consumer Purchase Intention (CPI)	4 items	0.63*	Exploratory

Note: Scale Metrics are operationalized using five-Likert scale (1= Strongly Disagree, 5= Strongly Agree).

*Alpha coefficients between 0.6 and 0.7 are methodologically acceptable for behavioural intention scales containing short item counts in social science literature (Hair et al., 2010).

As presented in Table 2, the calculated Cronbach's alpha coefficients confirm that the research instrument possesses strong internal reliability. Five of the primary influencer content attributes exceeded the conventional psychometric threshold of 0.7 (Xiao et al., 2018). Notably, SMI's Content Format (FORM) yielded an 'excellent' coefficient ($\alpha = 0.97$), indicating high internal consistency. SMI's Visual Presentation (VIS) showed a 'very good' category ($\alpha = 0.85$), depicting high internal consistency. The scales for SMI's Educational Content (EDU, $\alpha = 0.78$), SMI's Engaging Content (ENG, $\alpha = 0.77$) and SMI's Contextual Captions & Cues (CUE, $\alpha = 0.79$) all demonstrated completely acceptable reliability.

The dependent variable, Purchase Intention (PI), showed a lower alpha value of 0.63. While an alpha coefficient between 0.6 and 0.7 is widely accepted in consumer behaviour studies using short multi-item scales, as immediate situational choices cause buying intent to fluctuate easily. According to (Hair et al., 2010) the 'exploratory' threshold limit falls into 0.6 to 0.7. Overall, these results confirm that all scales are reliable and ready for inferential testing.

6.2 Results of Bivariate Correlation Analysis

A Pearson correlation analysis helps to assess the linear paths between the variables and rule out potential multicollinearity risks prior to predictive regression modeling. Table 3 shows Pearson Bivariate Correlation Matrix and the range of correlation (r) falls between -1 to +1.

Table 3: Pearson Bivariate Correlation Matrix between Latent Variables (N= 150)

	Latent Variable	1	2	3	4	5	6
1	EDU	1					
2	ENG	-0.04	1				
3	FORM	-0.0004	-0.17	1			
4	VIS	-0.0013	-0.07	0.148	1		
5	CUE	0.07	-0.14	-0.022	0.017	1	
6	CPI	0.23*	0.22*	0.017	0.06	0.018	1

Note: Correlations with (*) are significant at the 0.05 level (2-tailed).

The bivariate correlation matrix shows that EDU ($r = 0.23$) and ENG ($r = 0.22$) share statistically meaningful and positive association with outcome variable, Consumer Purchase Intention (CPI). While, other latent variables such as FORM ($r = 0.017$), VIS ($r = 0.06$), and CUE ($r = 0.018$) display low but positive association with CPI. The correlation values between independent variables are extremely low with the strongest inter-predictor path occurring between ENG and FORM at ($r = -0.17$). As all inter variable correlation coefficients are well below the standard concern of threshold of 0.7 ((Hair et al., 2010), the dataset is entire free from multicollinearity risks, that means all independent variables are independent of one another and ensures high structural stability for the subsequent multiple linear regression coefficients.

6.3 Results of Multiple Linear Regression & ANOVA

With an aim to address the research objectives 1 and 2, a multiple linear regression analysis is executed. This procedure evaluates how effectively the independent SMI's content attributes predict Consumer Purchase Intention when competing simultaneously in a single model.

Table 4: Regression Model Coefficients and Path Analysis

Variable	Unstandardized Coefficient (β)	Calculated t-statistic	p-value	Empirical Path Decision
(Intercept)	1.9744	4.2696	< 0.001	-
EDU	0.1602	3.0974	0.002	H ₁ : Supported
ENG	0.2082	3.1383	0.002	H ₂ : Supported
FORM	0.0151	0.6161	0.539	H ₃ : Not Supported
VIS	0.066	0.9254	0.356	H ₄ : Not Supported
CUE	0.0165	0.4463	0.656	H ₅ : Not Supported

The individual coefficient analysis (Table 4) shows that all variables compete simultaneously, only EDU ($\beta = 0.160$, $t = 3.097$, $p = 0.002$) and ENG ($\beta = 0.208$, $t = 3.138$, $p = 0.002$) function as statistically significant positive predictors of consumer purchase intention. The β -coefficient explains for every 1 unit increase in an SMI's educational value generates a 0.16 increase in consumer purchase intent, while a 1-unit increase in an SMI's engaging value, consumer purchase intention increases by 0.21 units. These results provide strong empirical support for H₁ and H₂. As the p-value is < 0.05 in case of EDU and ENG, that explains H₁ and H₂ are supported as they have a statistically significant effect on consumer purchase intention.

Conversely, the peripheral design elements related to SMI's content comprising FORM ($\beta = 0.015$, $t = 0.616$, $p = 0.539$), VIS ($\beta = 0.066$, $t = 0.925$, $p = 0.356$), CUE ($\beta = 0.0165$, $t = 0.446$, $p = 0.656$), showed statistically insignificant results as the p-values > 0.05, that means H₃, H₄, and H₅ are not supported. This indicates that while the content format, visual presentation, captions or hashtags or emojis used by influencer may catch consumer attention but they do not effect consumer purchase intention.

The final predictive linear econometric equation is formulated as:

$$CPI = 1.9744 + 0.160(EDU) + 0.208(ENG) + 0.015(FORM) + 0.066(VIS) + 0.0165(CUE)$$

Table 5: Omnibus ANOVA Results for Overall Model Significance

Statistical Source	Sum of Squares (SS)	Degree of freedom (df)	Mean Square (MS)	Calculated F-value	Significance (p-value)
Regression	1.596	5	0.3192	3.8906	0.002
Residual	11.34190313	144	0.0788		
Total	12.9379	149			

Table 6: Multiple Linear Regression and Model Fit Summary

Model Fit Diagnostic Metric	Calculated Output Variance
Sample Size (N)	150
Coefficient of Determination (R^2)	0.119
Adjusted Coefficient (Adj. R^2)	0.088
Standard Error of Estimate	0.2806

The omnibus ANOVA test proves that the model is highly significant, ($R^2 = 0.119$, $F(5,144) = 3.89$, $P=0.002$) as shown in Table 5 & 6 at $\alpha=0.05$. The statistical validation successfully supports H₆, confirming that the five SMI's content attributes collectively exert a highly reliable predictive impact on consumer purchase intentions. The model yielded a coefficient of determination ($R^2=0.119$), as shown in Table 6. It indicates that the five SMI's content attributes account for 11.9% of the total variance in Consumer purchase Intention within the target market. There are many other factors that exist in hindsight can significantly persuade consumer purchase intention.

6.4 Results of Independent Samples t-test

To address the third objective of the study, an independent two-sample, two-tailed t-test is executed to identify baseline variances between two generational cohorts: Millennials ($n=75$) and Generation Z ($n=75$) consumer groups. The independent t-test results reveal the generational comparative analysis of each and every latent variable to understand whether a significant difference exists between Millennials and Generation Z in relation with SMI's content attributes and Consumer Purchase Intention. Table 7 explains the results of independent samples t-test.

**Table 7: Independent Samples t-test Results
Comparing Millennials and Generation Z (N=150)**

Variable	Generation	N	Mean	SD	p-value	Interpretation
EDU	Millennial	75	3.7	0.434	0.50	H ₇ : Not Supported
	Gen Z	75	3.7	0.458		(No difference)
ENG	Millennial	75	3.5	0.391	0.05	H ₈ : Supported
	Gen Z	75	3.6	0.307		(Significant difference)
FORM	Millennial	75	3	1.005	0.01	H ₉ : Supported
	Gen Z	75	2.9	0.883		(Significant difference)
VIS	Millennial	75	3.9	0.277	0.09	H ₁₀ : Not Supported
	Gen Z	75	3.9	0.365		(No difference)
CUE	Millennial	75	4.1	0.68	0.067	H ₁₁ : Not Supported
	Gen Z	75	4.1	0.576		(No difference)
CPI	Millennial	75	3.7	0.294	0.84	H ₁₂ : Not Supported
	Gen Z	75	3.7	0.295		(No difference)

The independent t-test results reveal strong behavioural baseline convergence between Millennials and Generation Z in Chandigarh, India. No statistically significant variations were detected for Educational Content (EDU, $p = 0.5$), Visual Presentation (VIS, $p = 0.90$), Contextual Cues & Captions (CUE, $p = 0.067$), or the central outcome variable, Consumer purchase Intention (CPI, $p = 0.84$). Both the groups in these cases show identical mean values. And the p values are greater than 0.05 thus rejecting all the hypotheses H₇, H₁₀, H₁₁ and H₁₂.

However, a statistically significant generational gap exists regarding structural Content Format (FORM, $p = 0.01$), successfully supporting H₉. Millennials show a higher means baseline score ($M = 3.0$) but display a wider internet variance ($SD = 1.005$) than Generation Z ($M = 2.9$, $SD = 0.833$). This indicates that while Millennials place higher importance on which content format is used by the social media influencers whether it is short videos, reels, carousels, live streams or long videos on different social media platforms, accordingly their group perspective is more fragmented. Additionally a marginal borderline trend was verified for Engaging Content (ENG, $p = 0.05$), thus supporting H₈, while Gen Z consumers rating engaging values slighter higher ($M = 3.6$) than Millennials ($M = 3.5$).

6.5 Analytical Discussion

The empirical results confirm that the central cognitive elements created by social media influencers, the Educational Content and value affective variable, the Engaging Content drive actual consumer purchase intentions. This directly mirrors the principles of Elaboration Likelihood Model (Petty et al., 1983) and informational quality frameworks (Shah et al., 2023). The central argument evaluation yields strong behavioural intentions, while peripheral cues such as Content Format, Visual Presentation, Contextual Captions & Cues provide visual aesthetics and consumers' interest but falls short to alter final consumer purchase intent independently (Cacioppo et al., 1986). Furthermore, the data related to Educational Content, Visual Presentation and Contextual Captions & Cues challenges the notion that Millennials and Generation Z must be approached with different influencer marketing strategies (Chan, 2022). It can be analysed that the influencer marketing campaigns can effectively deploy uniform campaigns to capture both generational markets simultaneously (Venciute et al., 2023). But a statistically significant difference exists in perceived Engaging Content and perceived Content Format between Millennials and Generation Z. Table 8 depicts the summary matrix depicting all the hypotheses.

Table 8: Results of Tested Hypotheses

Tested Hypotheses	Structured Path Relationship	Core Metric	Statistical Result	Final Decision
H ₁	EDU → CPI	$\beta = 0.16$	$p = 0.002$	Supported
H ₂	ENG → CPI	$\beta = 0.208$	$p = 0.002$	Supported
H ₃	FORM → CPI	$\beta = 0.015$	$p = 0.539$	Not Supported
H ₄	VIS → CPI	$\beta = 0.066$	$p = 0.356$	Not Supported
H ₅	CUE → CPI	$\beta = 0.016$	$p = 0.656$	Not Supported
H ₆	Collective Attributes → CPI	$F = 3.89$	$p = 0.002$	Supported
H ₇	Variance in EDU between Millennials & Gen Z	$M_{\text{Mill}} = 3.7$ $M_{\text{GenZ}} = 3.7$	$p = 0.50$	Not Supported
H ₈	Variance in ENG between Millennials & Gen Z	$M_{\text{Mill}} = 3.5$ $M_{\text{GenZ}} = 3.6$	$p = 0.05$	Supported

H ₉	Variance in FORM between Millennials & Gen Z	M _{Mill} = 3.0 M _{GenZ} = 2.9	p = 0.01	Supported
H ₁₀	Variance in VIS between Millennials & Gen Z	M _{Mill} = 3.9 M _{GenZ} = 3.9	p = 0.09	Not Supported
H ₁₁	Variance in CUE between Millennials & Gen Z	M _{Mill} = 4.1 M _{GenZ} = 4.1	p = 0.067	Not Supported
H ₁₂	Variance in CPI between Millennials & Gen Z	M _{Mill} = 3.7 M _{GenZ} = 3.7	p = 0.84	Not Supported

7. LIMITATIONS OF THE STUDY

A notable limitation of this study that the sample size (N=150) is relatively small and drawn exclusively from Chandigarh, India, which limits the immediate generalizability of these findings to broader national or other cities demographics in India. The study also relied on purposive sampling technique for collecting the sample that can introduce subjective bias. The cross-sectional design provides only a snapshot time and doesn't accommodate the variation in the circumstances, events or other external factors over time. Another notable limitation of this research is that coefficient of determination ($R^2 = 0.119$), that explains that the included predictors account for only 11.9% of the total variance in consumer purchase intention. This leaves approximately 88.1% of variance unexplained suggesting the external, unmeasured variables heavily influence consumer choices. Future research should introduce additional socio- economic or psychological predictors such as influencer related other attributes, brand awareness, brand loyalty, and engagement metrics to build a more comprehensive predictive model.

8. CONCLUSION

The study investigates the impact of social media influencers (SMIs) attributes on consumer purchase intention across Millennials and Generation Z in Chandigarh. The study helps to understand different attributes related to content presented by social media influencers on social media platforms. The influencers create content for the audience according to their expertise, knowledge and creativity. The audience slowly and steadily consume their content and turn into ardent followers as they tend to admire the content of social media influencers for their expertise, entertaining & creative content. The presentation style, the captions, emojis, hashtags, paid partnership labels related to the brand collaborations help in giving a clear picture to the followers regarding the content and intent of the social media influencers. The followers tend to create para social (one-sided) relationship with the SMIs they follow and tend to perceive them as role models that persuade them to follow the recommendations & choices of the social media influencers thus affecting their consumer purchase intention.

The empirical results show that SMI's educational content and engaging content serve as primary drivers for persuading consumer purchase intention. Conversely SMI's Content Format, SMI's Visual Presentation and SMI's Contextual Captions & Cues lacked individual predictive power within the regression model. Additionally the study revealed the cross-generational convergence, showing that Millennials and Generation Z share uniform baseline behaviours across nearly all measured parameters, except for some variation in presentation of Engaging Content and Content Format style. The study provides clear strategic direction to social media influencers, brands, advertising agencies and other stakeholders. Rather than over-allocating capital value to visual production, aesthetic values or distinct demographic segmentation in influencer marketing campaign. A unified, value-driven content strategy will effectively influence both generational groups simultaneously. The influencers must focus on their creativity, expertise and communication style to drive higher conversion rates.

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