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## **GENERATION Y AND Z PREFERENCES REGARDING INFLUENCER MARKETING**

### **Abstract:**

This study examines generational differences in influencer marketing preferences, particularly focusing on how Generations Y (Millennials) and Z evaluate information sources and types offered by influencers. Additionally, it assesses the target groups' ratings and perceptions of Georgian influencers.

The purpose of the research was to investigate the preferences of Millennials (Generations Y) and Generation Z regarding influencer-generated content. Based on the research objective, the following research questions guided the study:

- Do generational differences exist in how Millennials (Generation Y) and Generation Z perceive and engage with influencer marketing?
- To what extent does influencer marketing influence the consumer behavior and brand perceptions of Generations Y and Z?
- Who are the most highly rated and viewed influencers among the target audiences (Generations Y and Z)?

This study hypothesized that Millennials (Generation Y) and Generation Z exhibit distinct preferences in relation to influencer marketing, and these differences are statistically significant. To achieve the research objectives, a two-stage research methodology was employed. The first stage involved a comprehensive desk research analysis of existing academic literature, thematic papers, and industry reports on influencer marketing approaches and strategies. This initial phase provided a strong foundation for understanding current trends and best practices in the field. The second stage utilized a quantitative research design, specifically a survey, to gather data from the target populations. Sample size - 385 respondents, Confidence level - 95%, Error - 5%. Type of sampling - probability sampling, stratified sampling method.

The study revealed significant generational differences in influencer marketing preferences between Millennials (Generation Y) and Generation Z. Notably, Gen Z demonstrates a higher level of engagement with influencers, particularly on Instagram, and places greater trust in their recommendations compared to Gen Y. Social media remains the dominant source of information and communication for both generations. These findings highlight the importance of developing targeted influencer marketing strategies that cater to the unique preferences and content consumption habits of Millennials (Generation Y) and Generation Z. By leveraging the power of social media platforms and prioritizing authenticity and transparency in influencer partnerships, companies can effectively reach these valuable consumer segments.

### **Keywords:**

Influencer marketing, Generation Y, Generation Z, consumer preferences, marketing strategies.

**JEL Classification:** M00