

This research report aimed at investigating the

Purchase Decision-Making Process in the Gen Z Population of Influence Marketing in the Selected Beauty Industry Segments in Dar es Salaam, Tanzania

The study utilized a qualitative research method and was conducted through an online and physical survey. The target population was young adults aged 18 to 24 years old, who are active social media users. The study provides insights into the impact of influencer marketing on consumer behavior and purchasing decisions among the Gen Z population in Dar es Salaam. The research also explores the types of influencers preferred by Gen Z consumers, the factors that influence their decision to follow and engage with influencers, and the extent to which influencer marketing affects their brand loyalty. The findings of this study are useful for marketers and businesses seeking to target the Gen Z population in Dar es Salaam and other similar markets. The results provide insights into the most effective influencer marketing strategies and the types of influencers that resonate with Gen Z consumers. Purposive sampling, also known as judgmental sampling, was used to select participants who met the study's inclusion criteria. The study contributes to the existing body of knowledge on influencer marketing and consumer behavior, particularly in the context of emerging markets in the city of Dar es Salaam. The research also provides a better understanding of the unique characteristics of the Gen Z population in Dar es Salaam and their attitudes toward influencer marketing.