

ABSTRACT

In this paper, we try to answer the following question: “How does micro-influencers affect purchase intention?”. We will study how micro-influencers can be used by companies to trigger consumer's purchase intention. We will conduct interviews with five consumers who come from Gen-Z circles and are familiar with social media. In an effort to provide more relevant responses to our research questions, we will also attempt to compare our findings with earlier studies.

Keywords: *Social media influencer, Micro-influencer, Purchase intention, Credibility, Trustworthiness, Attractiveness, Expertise, Engagement.*

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