ABSTRACT

Social media influencers have a major impact on Generation Z's consumer behavior, especially in the beauty industry. This study examines how influencer traits like argument quality, source credibility, and kindness affect consumer well-being and purchase intentions for beauty products in Indonesia. Understanding these factors is essential for businesses aiming to engage with Generation Z effectively.

Using a quantitative approach, this research surveyed 400 respondents. The data were analyzed using Smart PLS to evaluate structural equation modeling and causal relationships. Non-probability sampling was used to gain insights into how influencers shape consumer behavior in the digital landscape.

The findings show that argument quality and source credibility significantly enhance consumer well-being. Influencers who provide well-reasoned arguments and reliable information improve consumers' perceptions and well-being. Additionally, influencer kindness fosters a positive social media environment, building trust and satisfaction among followers.

Consumer well-being strongly influences purchase intentions. A positive consumer experience with influencers directly boosts the likelihood of making a purchase, highlighting the importance of well-being in consumer decision-making.

This study adds to the literature by highlighting the role of psychological factors like argument quality, source credibility, and kindness in influencer marketing for Somethinc products. Future research should explore how different social media platforms and content types impact consumer well-being and purchase intentions.

Keywords: Consumer Well-Being, Purchase Intention, Social Media, Z Generation