



## The Impact of Reviewers on Social Media on the Buying Intentions of GenZ in Vietnam

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### Abstract

This research delved into the influence of social media reviewers on the buying intentions of Generation Z individuals in Vietnam to explore how reviewers influence consumers' attitudes towards them and their buying intention. Drawing from the concepts of attraction theory and signaling theory, the authors formulated a research model to examine the correlation between the characteristics of social media reviewers and the buying intentions of Gen Z customers. Through a survey involving 488 valid respondents from 632 respondents in the age of 12 to 27 in the Northern, Central, and Southern regions of Vietnam and analyzed using the partial least squares structural equation modeling (PLS-SEM), the findings indicated that trust, attraction, and expertise significantly affected attitudes toward social media reviewers. However, only trust and attraction had discernible impacts on buying intentions. Despite the general influence of attitude on buying intentions, only trust emerged as a predictor for Gen Z customers' purchasing decisions. In contrast to earlier studies, this research suggests that positive attitudes toward social media reviewers may not necessarily translate into immediate purchases but could contribute to fostering brand awareness and engagement.

**Keywords:** *Social Media Reviewers, Buying Intentions, Gen Z, Trust, Attraction, Expertise*