Understanding Gen Z Purchase Behaviour: A Conceptual Framework of Social Media Marketing, Brand Image, Online Reviews, and Influencer Credibility

Sarwin A/L Mohan, Haslina Binti Hassan Basri*

Department of Business, Faculty of Business & Communication, Universiti Malaysia Perlis, Sungai Chuchuh, 02100 Padang Besar, Perlis, Malaysia

DOI: https://doi.org/10.47772/IJRISS.2026.101000179

Received: 10 October 2026; Accepted: 15 October 2026; Published: 31 October 2026

ABSTRACT

The increasing importance of digital platforms has transformed how Generation Z (Gen Z) consumers obtain product information, evaluate alternatives, and develop purchase-related responses. Although previous studies have examined individual digital marketing factors, a more integrated conceptual understanding of their relationships with Gen Z purchase behaviour remains valuable, particularly in the Malaysian context. This paper proposes a conceptual framework incorporating four factors: social media marketing activities, brand image, online customer reviews, and influencer marketing credibility. Drawing on the Engel–Kollat–Blackwell (EKB) Consumer Decision-Making Model and existing literature, the framework explains how these factors may contribute to consumers' information search, product evaluation, purchase intentions, and other purchase-related responses. Four theoretical propositions are developed to guide future empirical investigation. The framework also distinguishes the conceptual roles of marketing activities, brand perceptions, customer-generated reviews, and influencer credibility without assuming that these factors operate independently or possess equal predictive importance. The paper contributes a structured conceptual basis for examining Gen Z purchase behaviour and highlights the importance of future research to evaluate construct validity, overlapping relationships, and the applicability of the proposed framework to Malaysian university students.

Keywords: Digital Marketing, Social Media Marketing Activities, Brand Image, Online Customer Reviews, Influencer Marketing Credibility, Purchase Behaviour.

INTRODUCTION

The rapid growth of digital commerce and social media has transformed consumer purchase behaviour, particularly among Generation Z (Gen Z). Social commerce has become especially important among younger consumers, with 46% of Gen Z consumers reporting purchases through social media platforms (McCabe, 2024). Gen Z consumers are especially responsive to digital platforms, with substantial proportions influenced by review videos, social media creators, and online product information (Capgemini, 2024). These developments highlight the growing importance of digital marketing in influencing how Gen Z consumers search for product information, evaluate available alternatives, form purchase-related decisions, and respond to their purchasing experiences.

In Malaysia, the expansion of e-commerce has further strengthened the role of digital platforms in consumer behaviour. E-commerce and ICT activities contributed RM451.3 billion to the Malaysian economy in 2024 (Department of Statistics Malaysia, 2025), while younger consumers remain among the most active users of e-commerce and social media platforms (Malaysian Communications and Multimedia Commission, 2022). Gen Z therefore represents an important consumer segment because its members are digital natives who have grown up with extensive exposure to smartphones, social media, online shopping platforms, influencer-generated content, and online customer reviews. Among Malaysian Gen Z consumers, social media interaction and online reviews have been found to play important roles in online shopping and purchase behaviour (Abdullah et al., 2025). ClickInsights Asia (2020) reported that 76% of Malaysian Gen Z respondents spent at least 30 minutes per day on Instagram, indicating substantial exposure to social media content and digital marketing

activities. This high level of platform engagement reinforces the importance of examining how social media-related factors shape Gen Z consumers' information search, product evaluation, and purchase behaviour.

Although previous research has examined the relationships between digital marketing factors and consumer purchase-related outcomes, the literature addresses different dimensions of consumer behaviour, including purchase intention, online shopping behaviour, and purchasing decisions. Studies have examined social media interactions and online reviews among Malaysian Gen Z consumers (Abdullah et al., 2025), brand image and purchase intention (Theocharis & Tsekouropoulos, 2025), and influencer credibility and purchase intention (Dharma et al., 2024). These findings provide a foundation for understanding digital consumer behaviour. However, the conceptual relationships between different sources of digital marketing information and the broader purchase process require further integration. In particular, distinguishing social media marketing activities from brand image, online customer reviews, and influencer marketing credibility is important because these factors represent related but conceptually different influences on consumer responses.

Therefore, this paper aims to develop a conceptual framework explaining the proposed relationships between social media marketing activities, brand image, online customer reviews, influencer marketing credibility, and Gen Z purchase behaviour. Drawing on the Engel–Kollat–Blackwell (EKB) Consumer Decision-Making Model, the framework considers how digital marketing factors may relate to information search, product evaluation, purchase-related intentions, and other consumer responses. The proposed framework contributes to the conceptual understanding of Gen Z purchase behaviour by distinguishing the roles of firm-generated marketing activities, consumer brand perceptions, peer-generated information, and influencer credibility across different stages of the consumer purchasing process. Through the EKB perspective, the framework provides a theoretical basis for examining how these factors may interact and relate to purchase-related responses.

THEORETICAL FOUNDATION

The EKB Consumer Decision-Making Model provides the theoretical foundation for this paper by explaining how consumers respond to information and external influences throughout the purchasing process. Developed by Engel et al. (1968), the model conceptualises consumer decision-making through several interconnected stages, including problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. The model recognises that consumer decisions are influenced by external information, individual characteristics, and consumers' evaluation of available alternatives. El Gozmir et al. (2024) emphasise the continuing relevance of traditional consumer behaviour models in explaining purchasing decisions, while Sharma et al. (2023) highlight how digital technologies have transformed consumer information search, product evaluation, and purchase-related responses.

In the context of digital marketing, the EKB model provides a useful theoretical perspective for understanding how social media marketing activities, brand image, online customer reviews, and influencer marketing credibility may relate to Gen Z purchase behaviour. Although these factors are interconnected, they represent conceptually distinct aspects of digital consumer experiences. Social media marketing activities provide promotional content and opportunities for interaction, brand image reflects consumers' perceptions and associations with a brand, online customer reviews offer customer-generated evaluations, and influencer marketing credibility represents consumers' perceptions of the trustworthiness and expertise of influencers. These factors may play different roles throughout the purchasing process, particularly during information search, evaluation of alternatives, and the formation of purchase-related intentions.

Table 1. Conceptual Roles of Digital Marketing Factors within the

EKB Consumer Decision-Making Model

Digital Marketing Factor	Proposed Conceptual Role	Relevant EKB Stage
Social Media Marketing Activities	Provides promotional information, product awareness, and opportunities for consumer interaction and engagement	Problem recognition and information search

Brand Image	Shapes consumer perceptions of brand quality, reliability, and attractiveness when comparing available products.	Evaluation of alternatives
Online Customer Reviews	Provides customer-generated information that may help consumers evaluate product experiences, assess alternatives, and reduce uncertainty.	Information search and evaluation of alternatives
Influencer Marketing Credibility	Reflects the perceived trustworthiness and expertise of influencers, which may affect how consumers evaluate product recommendations.	Information search and evaluation of alternatives

Note: The proposed relationships represent theoretical interpretations of the EKB model rather than empirically established relationships. The identified stages are not mutually exclusive.

As illustrated in Table 1, the four digital marketing factors are conceptually associated with different stages of the EKB consumer decision-making process. Although their primary roles differ, these factors may operate through overlapping mechanisms, particularly during information search and evaluation of alternatives. This suggests that their relationships with purchase-related response should be examined as potentially interconnected rather than entirely independent.

Overall, the EKB model provides a theoretical basis for integrating the four digital marketing factors into a common conceptual framework. Rather than assuming that these factors have equally strong or independent relationships with purchase behaviour, the proposed framework recognises their potentially interconnected roles within the purchasing process. The framework therefore develops theoretical propositions concerning the expected relationships between social media marketing activities, brand image, online customer reviews, influencer marketing credibility, and Gen Z purchase behaviour. These proposed relationships remain conceptual and require future empirical investigation to establish their validity, relative importance, and applicability across different consumer contexts.

LITERATURE REVIEW AND THEORETICAL PROPOSITION DEVELOPMENT

Purchase Behaviour

Purchase behaviour encompasses the cognitive and behavioural responses associated with consumers' purchasing processes, including need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation. Rather than referring exclusively to completed purchases, it reflects the broader process through which consumers acquire information, evaluate products, form purchase-related intentions, and respond to their purchasing experiences. The EKB Consumer Decision-Making Model provides a theoretical foundation for understanding these interconnected processes by recognising the influence of external information and environmental stimuli on consumer decisions (Engel et al., 1968). El Gozmir et al. (2024) similarly highlights the relevance of traditional consumer behaviour models in explaining purchasing decisions, while Sharma et al. (2023) emphasise that digital technologies have transformed consumers' information search, evaluation of alternatives, and purchase-related responses, making contemporary purchasing processes increasingly dynamic and potentially non-linear.

Within the proposed conceptual framework, purchase behaviour is treated as a broad concept encompassing information-seeking activities, product evaluation, purchase-related intentions, actual purchasing activities, and post-purchase responses. However, these dimensions are conceptually distinct and should not be treated as interchangeable. Purchase intention refers to consumers' willingness or plans to purchase, whereas actual purchasing behaviour involves purchases that have taken place. Similarly, recommendation intention represents an intention to recommend a product rather than necessarily indicating actual post-purchase behaviour. Accordingly, the proposed framework recognises the different dimensions of purchase-related behaviour without assuming that they constitute a single empirically validated construct. Future research should therefore identify appropriate measurement dimensions and establish their validity before examining the proposed relationships between digital marketing factors and Gen Z purchase behaviour.

Social Media Marketing Activities and Purchase Behaviour

Social media marketing activities refer to firms' use of social media platforms to communicate brand information, create engaging content, interact with consumers, and influence purchase-related responses. These activities commonly encompass entertainment, interaction, trendiness, customisation, and electronic word-of-mouth. Previous studies have highlighted the importance of social media marketing in shaping consumer engagement and purchase-related behaviour. Eandhizhai et al. (2024) found that social media marketing activeities contribute significantly to consumer engagement and purchasing behaviour, while Sharma et al. (2023) emphasised the role of digital technologies in facilitating consumers' information search, evaluation of alternatives, and purchasing processes. From the perspective of the EKB Consumer Decision-Making Model, social media marketing activities may stimulate problem recognition by increasing product awareness, facilitate information search through accessible product content, and support the evaluation of alternatives through interactive communication and product-related information. These mechanisms suggest that social media marketing activities may be positively associated with Gen Z purchase-related behaviour, particularly during the pre-purchase stages. Accordingly, the following theoretical proposition is developed:

P1: Social media marketing activities are proposed to be positively associated with Gen Z purchase-related behaviour, particularly information search and evaluation of alternatives.

Brand Image and Purchase Behaviour

Brand image refers to consumers' overall perceptions, beliefs, and associations with a brand, which may influence their trust, confidence, product evaluation, and purchase-related responses. A favourable brand image may reduce perceived uncertainty, strengthen consumer confidence, and help consumers differentiate between competing products. Krishnamanaidu et al. (2025) describe brand image as a psychological anchor through which consumers associate a brand with quality, trust, and reliability. Similarly, Theocharis and Tsekouropoulos (2025) found that brand image was an important predictor of purchase intention among Gen Z consumers, particularly because brand perceptions may reflect personal identity and lifestyle values. Putra and Darma (2024) also reported a significant positive relationship between brand image and consumers' buying interest in an e-commerce context. From the perspective of the EKB Consumer Decision-Making Model, brand image may play an important role during the evaluation of alternatives by shaping consumers' perceptions of product quality, reliability, and suitability. Positive brand associations may also strengthen purchase-related intentions by increasing consumers' confidence in their preferred alternatives. These theoretical relationships suggest that a favourable brand image may be positively associated with Gen Z purchase-related behaviour, particularly during product evaluation and purchase intention formation. Accordingly, the following theoretical proposition is developed:

P2: A favourable brand image is proposed to be positively associated with Gen Z purchase-related behaviour, particularly product evaluation and purchase intention formation.

Online Customer Reviews and Purchase Behaviour

Online customer reviews refer to feedback shared by consumers on digital platforms regarding their experiences with products or services. As a form of electronic word-of-mouth (eWOM), online customer reviews provide consumer-generated information that may influence information search, product evaluation, and purchase-related responses. Abdullah et al. (2025) reported a significant relationship between online customer reviews and Gen Z purchase decisions, highlighting the importance of peer feedback in evaluating products. Similarly, Wahyuni and Ratnasari (2024) found that online customer reviews significantly influenced purchasing outcomes among Gen Z Shopee users, suggesting that informative and credible reviews may strengthen consumer confidence and reduce uncertainty. From the perspective of the EKB Consumer Decision-Making Model, online customer reviews may play an important role during information search and evaluation of alternatives by providing consumers with experiences and assessments shared by previous buyers. Positive reviews may reinforce favourable product perceptions, whereas negative reviews may highlight potential risks and discourage purchases. These mechanisms suggest that the credibility and informativeness of online customer reviews may support more informed purchase-related responses among Gen Z consumers. Accordingly, the following theoretical proposition is developed:

P3: The perceived credibility and informativeness of online customer reviews are proposed to facilitate Gen Z consumers' information search and evaluation of alternatives.

Influencer Marketing Credibility and Purchase Behaviour

Influencer marketing credibility refers to the extent to which consumers perceive social media influencers as trustworthy, knowledgeable, authentic, and reliable when communicating product information and recommendations. Social media influencers act as digital opinion leaders who may shape consumer perceptions through product demonstrations, reviews, and promotional content. Previous research has highlighted the importance of influencer credibility in shaping purchase-related outcomes, particularly among younger consumers. Dharma et al. (2024) reported that perceived influencer credibility and trustworthiness were positively associated with purchase intentions among Gen Z consumers. Although purchase intention differs from actual purchasing behaviour, it represents an important purchase-relatedresponse within the consumer decision-making process. From the perspective of the EKB Consumer Decision-Making Model, influencer marketing credibility may play an important role during information search and evaluation of alternatives by affecting consumers' perceptions of the reliability and usefulness of influencer-generated recommendations. Credible influencer communication may reduce perceived uncertainty, strengthen confidence in product information, and contribute to the formation of purchase-related intentions. These theoretical relationships suggest that influencer marketing credibility may be positively associated with Gen Z purchase-related behaviour, particularly during product evaluation and intention formation. Accordingly, the following theoretical proposition is developed:

P4: Influencer marketing credibility is proposed to be positively associated with Gen Z purchase-related behaviour, particularly product evaluation and purchase-related intention formation.

RESEARCH FRAMEWORK

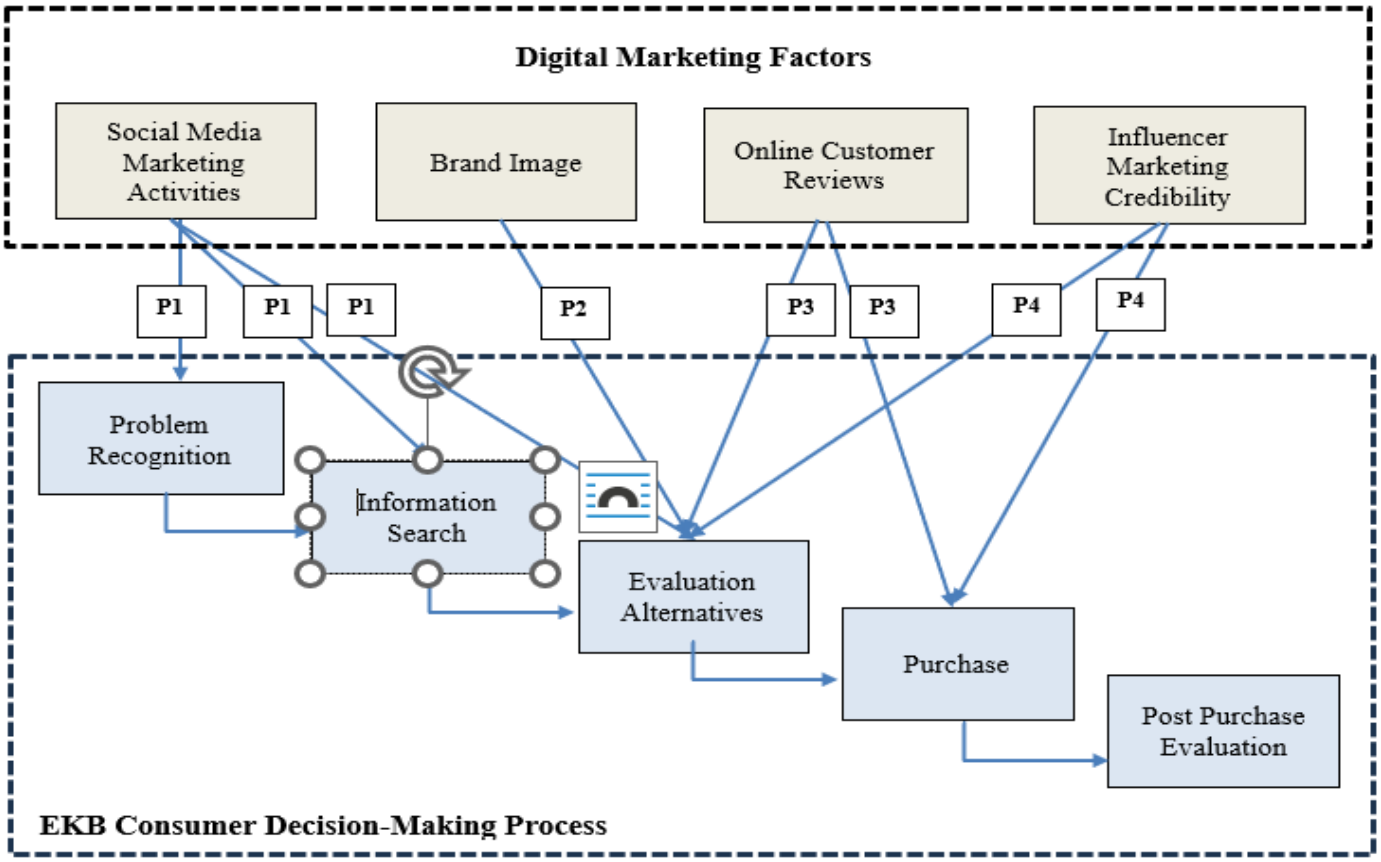


Figure 1. Proposed EKB-Based Conceptual Framework of Gen Z Purchase Behaviour

Note: P1–P4 represent proposed theoretical relationships, not empirically tested effects. The stages are shown as a conceptual sequence; actual consumer journeys may be non-linear. Purchase intentions may develop during evaluation but are not a separate EKB stage in this diagram.

The EKB Consumer Decision-Making Model was selected as the theoretical foundation because it provides a comprehensive framework for understanding consumers' responses to external marketing information across different stages of the purchasing process. The literature examined focuses on studies addressing social media marketing activities, brand image, online customer reviews, and influencer marketing credibility in relation to consumer purchase-related behaviour, particularly among Generation Z consumers. Through a theory-driven synthesis, the conceptual roles and potential relationships of these four factors were compared and integrated within the relevant EKB stages, providing the basis for developing four theoretical propositions (P1–P4).

Figure 1 illustrates the proposed relationships between the four digital marketing factors and Gen Z purchase behaviour within the EKB framework. Social media marketing activities (P1) may stimulate problem recognition, facilitate information search, and support the evaluation of alternatives through promotional content and consumer interaction. Brand image (P2) may shape consumers' perceptions of product quality, reliability, and suitability during the evaluation of alternatives, potentially contributing to purchase intention formation. Online customer reviews (P3) may provide credible and informative peer-generated evaluations that support information search and product comparison. Similarly, influencer marketing credibility (P4) may influence how consumers assess the reliability of product recommendations during information search and evaluation, with potential implications for purchase-related intentions.

Although the EKB model encompasses the broader purchasing process, including actual purchases and post-purchase evaluation, the four propositions primarily focus on relationships associated with pre-purchase stages. The framework therefore provides a conceptual basis for understanding how different sources of digital marketing information and consumer perceptions may relate to Gen Z purchase behaviour. However, as the proposed relationships have not been empirically tested, the framework does not establish causal effects or the relative predictive importance of the four factors. Future research is therefore required to examine the validity and applicability of these propositions across different consumer contexts.

CONCEPTUAL DISCUSSION AND RESEARCH IMPLICATIONS

Digital Marketing Factors within the EKB Consumer Decision-Making Process

The four digital marketing factors examined in the proposed framework may play distinct but complementary roles in shaping Generation Z (Gen Z) purchase-related responses. From the perspective of the Engel–Kollat–Blackwell (EKB) Consumer Decision-Making Model, social media marketing activities primarily provide opportunities for product awareness, information exposure, and consumer engagement during the early stages of the purchasing process (Eandhizhai et al., 2024; Sharma et al., 2023). Online customer reviews and influencer marketing credibility, in contrast, may influence how consumers assess the reliability and usefulness of product information. Customer-generated reviews provide peer evaluations that may support product comparisons and reduce uncertainty (Abdullah et al., 2025; Wahyuni & Ratnasari, 2024; Nguyen et al., 2024), whereas credible influencers may strengthen consumers' confidence in product recommendations through their perceived trustworthiness and expertise (Dharma et al., 2024).

Brand image performs a different but potentially interconnected role by reflecting consumers' accumulated perceptions and associations with a brand. A favourable brand image may influence the evaluation of alternatives by shaping perceptions of product quality, reliability, and suitability, potentially contributing to purchase intention formation (Krishnamanaidu et al., 2025; Theocharis & Tsekouropoulos, 2025; Putra & Darma, 2024). These conceptual distinctions suggest that digital marketing factors may be relevant at different stages of the EKB purchasing process rather than functioning as entirely independent influences. Social media marketing activities may facilitate initial information exposure, while customer reviews and influencer recommendations may support information evaluation, and brand image may inform consumers' assessments of competing alternatives. Collectively, the proposed framework offers an integrated theoretical perspective on how different sources of digital marketing information and consumer perceptions may relate to Gen Z purchase behaviour, particularly during the pre-purchase stages.

Conceptual Relationships and Potential Overlap

Although the four digital marketing factors are conceptually distinguishable, their relationships with consumer purchase behaviour may overlap. Social media marketing activities primarily provide opportunities for exposure to product information and consumer interaction, while online customer reviews and influencer marketing credibility may influence how consumers evaluate the reliability of information obtained from digital platforms. Brand image, in contrast, represents consumers' accumulated perceptions and associations with a brand, which may inform product evaluation and purchase-related intentions. Nevertheless, these factors may be interconnected, as social media marketing activities can shape brand perceptions, influencer recommendations may communicate brand-related information, and online reviews may reinforce or challenge messages received through social media.

From the perspective of the EKB Consumer Decision-Making Model, these distinctions suggest that digital marketing factors may perform different but potentially overlapping roles throughout the purchasing process. Their relationships with purchase behaviour may therefore depend on the particular decision-making stage being considered. Consequently, the proposed factors should not automatically be interpreted as independent influences or ranked according to their presumed importance. This conceptual overlap highlights the need to distinguish their theoretical roles and examine their relationships through appropriately validated measurement instruments in future empirical research.

Implications for Future Research

The proposed framework provides a basis for future empirical investigation of Gen Z purchase behaviour in Malaysia. Researchers may examine the four theoretical propositions (P1–P4) using validated measurement instruments and appropriate analytical techniques. Particular attention should be given to establishing construct dimensionality, convergent validity, and discriminant validity, especially where digital marketing factors may overlap conceptually. Future studies should also distinguish purchase intention from actual purchasing behaviour and examine whether different purchase-related responses require separate measurement.

Furthermore, researchers should consider whether consumer characteristics, purchasing experiences, and product categories influence the proposed relationships. Future empirical investigations could also examine how the relevance of digital marketing factors varies across different stages of the EKB consumer decision-making process. Such investigations would help establish the validity of the proposed framework and clarify the conditions under which different digital marketing factors are associated with Gen Z purchase behaviour.

CONCLUSIONS

This paper proposes an integrated conceptual framework for understanding the relationships between social media marketing activities, brand image, online customer reviews, influencer marketing credibility, and Gen Z purchase behaviour. Drawing on the EKB Consumer Decision-Making Model, the framework provides a theoretical perspective on how different digital marketing factors may relate to information search, evaluation of alternatives, and purchase-related intention formation. The main theoretical contribution lies in distinguishing the roles of firm-generated marketing communication, consumer brand perceptions, customer-generated information, and influencer credibility within the consumer decision-making process. Rather than treating these factors as entirely independent influences, the framework recognises their potentially interconnected and overlapping relationships across different stages of the purchasing process. It also highlights the importance of distinguishing purchase intention from actual purchasing behaviour, thereby providing a more conceptually differentiated understanding of Gen Z purchase-related responses.

From a practical perspective, the proposed framework offers businesses and marketers a theoretical basis for considering how social media engagement, favourable brand perceptions, credible online customer reviews, and trustworthy influencer communication may support different aspects of the consumer purchasing process. However, these implications remain conceptual and should not be interpreted as evidence of established marketing effectiveness. Future research should empirically examine the four theoretical propositions (P1–P4) using validated measurement instruments, assess potential overlap among digital marketing constructs, and investigate how their relationships with purchase-related responses may vary across different stages of the

EKB model. Further studies should also distinguish purchase intentions from actual purchasing behaviour and consider different consumer populations and purchasing contexts. Overall, the proposed framework contributes to digital consumer behaviour literature by integrating distinct sources of digital marketing information and consumer perceptions into a common theoretical perspective, providing a foundation for future empirical investigation.

REFERENCES

1. Abdullah, N., Mokhtar, N., Abdul Halim, T. F., & Shamsol, S. A. S. (2025). Digital influences on online shopping among Gen Z in Kedah: The role of social media interaction, online reviews, and price sensitivity. *ESTEEM Journal of Social Sciences and Humanities, 9*(1), 112–129. https://doi.org/10.24191/ejssh.v9i1.6236
2. Capgemini Research Institute. (2024). *What matters to today's consumers 2024: Consumer behavior tracker for the consumer products and retail industries*. https://www.capgemini.com/wp-content/uploads/2024/01/Final-Web-Version-Report-Consumer-Trends-2024.pdf
3. ClickInsights. (2020, April 9). *Online shopping in 2020 / GenZs vs. millennials: Focus on Malaysia*. https://www.clickinsights.asia/post/online-shopping-in-2020---genzs-vs-millennials-focus-on-malaysia
4. Department of Statistics Malaysia. (2025). *Malaysia digital economy 2025*. https://www.dosm.gov.my/portal-main/release-content/malaysia-digital-economy-2025
5. Dharma, I. B. S., Hengky, H., Lim, L. C., Lim, S. N., Lim, S. Z., Lim, Z. Y., Brayn, N. U., Ilyas, S. S., Teoh, K. B., Tunde, O. A., Liem, G. S., Edeh, F. O., & Sinha, R. K. (2024). The effect of influencer marketing on Gen Z purchasing intentions in emerging economies. *Asia Pacific Journal of Management and Education, 7*(3), 221–240. https://doi.org/10.32535/apjme.v7i3.3540
6. Eandhizhai, P. G., Kavitha, A., & Yuvaraj, R. (2024). Strategies for social media marketing to engage and shape the purchase behavior of Gen Z. *Journal of Management World, 2024*(5), 36–41. https://doi.org/10.53935/jomw.v2024i4.692
7. El Gozmir, H., Makhrout, S., & Chouhbi, A. (2024). Fundamental models of consumer purchasing behavior: An in-depth analysis since the 1960s. *Revista Multidisciplinar, 6*(2), e202419. https://doi.org/10.23882/emss.24185
8. Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1968). *Consumer behavior*. Holt, Rinehart and Winston.
9. Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. Wiley.
10. Krishnamanaidu, G., Katta, K., & Harold, S. R. (2025). Brand image and customer buying behavior: A review based exploration in the Indian context. *International Journal of Management and Humanities, 11*(12), 12–20. https://doi.org/10.35940/ijmh.K1830.11120825
11. Malaysian Communications and Multimedia Commission. (2022). *Internet users survey 2022*. https://www.mcmc.gov.my/skmmgovmy/media/General/IUS-2022.pdf
12. McCabe, O. (2024, September 3). *Gen Z prefer connected shopping – are you ready?* Capgemini. https://www.capgemini.com/insights/expert-perspectives/gen-z-prefer-connected-shopping/
13. Nguyen, T. S., Nguyen, V. H., & Nguyen, T. H. T. (2024). The impact of online reviews and eWOM on impulse buying tendency: A study of Vietnamese Gen Z consumers. *Journal for International Business and Entrepreneurship Development, 16*(1), 117–141. https://doi.org/10.1504/JIBED.2024.139129
14. Putra, I. K. Y., & Darma, G. S. (2024). Digital marketing exploration, brand image on Gen Z buying interest in e-commerce. *International Research Journal of Management, IT and Social Sciences, 11*(6), 210–227. https://doi.org/10.21744/irjmis.v11n6.2473
15. Sharma, P., Ueno, A., Dennis, C., & Paydas Turan, C. (2023). Emerging digital technologies and consumer decision-making in retail sector: Towards an integrative conceptual framework. *Computers in Human Behavior, 148*, 107913. https://doi.org/10.1016/j.chb.2023.107913
16. Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable consumption and branding for Gen Z: How brand dimensions influence consumer behavior and adoption of newly launched technological products. *Sustainability, 17*(9), 4124. https://doi.org/10.3390/su17094124
17. Wahyuni, N. N., & Ratnasari, I. I. (2024). A effect of influencer marketing and online customer review on online purchasing decisions (case study on Generation Z as Shopee users in Karawang Regency). *Primanomics: Jurnal Ekonomi & Bisnis, 22*(3), 148–158. https://doi.org/10.31253/pe.v22i3.3115