



THE INFLUENCE OF SOCIAL MEDIA ON GENERATION-Z PURCHASING BEHAVIOUR

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Abstract

Purpose: The objective of the current study is to find out the social media factors that affect the purchase behavior of the consumer

Design methodology: Descriptive design has been adopted qualitative research approach is used in this study.

Findings: The main factors affecting the purchase behaviour of the consumer online reviews from others, price & discounts, transparent about the product, new product awareness, ignore false brand

Practical implication: The practical implication is about giving information about factors have considered in social media by the consumer for making their purchase decision

Originality/value of the paper: After initiating primary data collection and application of various tools for getting the research of the study. Factors considered by the consumer about social media for their purchase have been extracted

Paper type: Empirical Research Paper

Keywords: Gen-z, social media, purchase behavior, E-commerce

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1. Introduction

Social media is a web-based communication tool that businesses are using to communicate, get feedback, and disseminate culturally relevant information. With the rapid advancement of technology, usage of online platforms such as Facebook, Youtube and Instagram has rapidly increased. Consumption, business practices, and promotional techniques have all undergone revision due to the environment's ongoing changes and technological advancements. Nowadays, social media marketing is a widely used instrument. Although times have changed and consumers no longer have the leisure to visit a physical store, consumer buying habit is still present. The buyer can mix the purchase with other activities and save time and effort by making it online. In this context, Generation Z is one of the brand's primary target markets. This suggests that this generation had a sufficient amount of technical knowledge instilled in them as children. Marketing professionals have a chance to use Gen Z's behavioral traits to make social media platforms more effective.

Objectives of the Study

- To identify the tastes, attitudes, and opinions of Generation Z customers as they connect to various brands and products.
- To find out the relationship between gen Z in purchase behavior on social media
- To find out factors of gen Z purchase behavior

Limitations of the Study

- Due to time constraints, the study period is limited.
- It might be challenging to capture the long-term effects of social media on purchase behaviour in a single study.

Conceptual And Theoretical Review

Who are Generation Z or Zer's?

Using the birth year category for each cohort, Brosdahl and Carpenter's (2011)4 classification of generations is used, with Generation X (1961–1980), Generation Y (1981–1990), and Generation Z (1991 and after) being the cohorts that are followed. The digital revolution that took place throughout the 1990s gave Gen Z access to Internet technology for the first time, and they were exposed to an incredible amount of technology throughout their development. Social media interaction is often believed to make up a sizable amount of Gen Zers' socializing habits because they are so accustomed to using technology. Young people in Generation Z have a strong "virtual bonding," which supports them in overcoming the

emotional and psychological challenges they encounter offline.

Social Media:

The term "social media" is defined in its most restrictive definition as any electronic service that enables Internet users to produce and distribute a wide range of content online. These consist of user-developed services such as online journals, social networking sites, game zones, audio-video sharing sites, online rating/review boards, and online groups where users create, design, present, or review and validate the information. Social media user activities can be broadly categorized as either contribution or consumption tasks, with consumption tasks typically accounting for the majority of user activity. The theoretical frame of reference describes the predecessor as well as the outcomes of Gen Z's use of social media with a general and widely used set of usage classifications: content contribution, information sharing, information usage, searching for facts and data, online participation, and entertainment usability. As a result, user behavior with regard to social media is changing rapidly.

Gen Z And Social Media:

These social networking generations, who ideally fall into the category of high school to college students or are relatively new to the workforce, are generally characterized as being the most technically savvy and fashion-conscious of all preceding generations. The fundamental justification for Gen Z's use of online socializing is the urge to be involved and informed about certain other people. These Generation Z'ers, who are between the ages of 14 and 25, are more likely than other generations to prefer online social networks for communicating and interacting with people they know, and they are also happy and feel it is important to actively provide feedback and comments about the brands, services, and issues in which they are either directly or indirectly involved. In addition, they value other people's opinions as well (eMarketer, 2011). There are studies on Gen Z's growing use of social media, but more research is needed on their social media activities and how they affect their behavior. This generation has a strong gravitational link for online communication and prefers to participate and keep connected with technology at their fingertips.

Purchasing Activities on Social Media:

Social proof:

For Gen Z, social media can act as social proof. They are more likely to believe and buy a product or service when they see their friends and influencers promoting it.

User-generated material:

User-generated content, including reviews, comments, and social media posts, can also have an impact on how Gen Z behaves while making purchases. Companies are more likely to gain Gen Z's trust if they promote user-generated content on their social media platforms.

Brand reputation:

Social media has the potential to affect how Gen Z perceives a brand's reputation. Gen Z's impression of a brand and desire to buy from it can be influenced by its social media presence, the material it posts, and its interactions with customers.

FOMO:

The fear of missing out (FOMO) might also affect how Gen Z behaves while making purchases. Gen Z can learn about new goods and discounts via social media sites, and they could feel forced to buy them in order to avoid losing out.

Convenience:

social media platforms like Facebook, Instagram, and others are increasingly being used as online stores. The convenience of browsing and making direct purchases on social media may influence the purchasing behavior of Gen Z.

Personalization:

Gen Z's shopping habits can also be affected by personalized recommendations, offers, and content. Companies with a better chance of engaging Gen Z use data and AI to personalize their social media offerings and content.

Research Review

Saeed, S., & Sharif, A. (2022). The influence of social media on Gen Z consumers' purchasing behavior: A systematic literature review. *Journal of Retailing and Consumer Services*, 65, 102824. This systematic literature review examines the influence of social media on the purchasing behavior of Gen Z consumers. The authors highlight the key findings and factors that influence Gen Z consumers' purchase decisions on social media, including social influence, trust, perceived usefulness, and perceived enjoyment. Alshammari, R., & Heavin, C. (2021). Social media and Gen Z's purchasing behavior: A review of the literature. *International Journal of Information Management*, 56, 102271. This literature review explores the influence of social media on the purchasing behavior of Gen Z consumers. The authors identify the key factors that influence Gen Z consumers' purchase decisions on social media, including social influence, trust, interactivity, and entertainment. They also highlight the challenges

and opportunities that businesses face in leveraging social media to target Gen Z consumers. Baidya, T. K., & Roy, S. K. (2020). Impact of social media on consumer behavior: An empirical study. *Journal of Retailing and Consumer Services*, 57, 102175. This study investigates the impact of social media on consumer behavior, including its influence on purchase decisions. The authors found that social media has a positive impact on consumer behavior, including increasing brand awareness, trust, and purchase intention. Choi, J., Lee, M., & Shin, D. (2019). The impact of social media on consumer behavior: A literature review. *Journal of Open Innovation: Technology, Market, and Complexity*, 5(4), 76. The study by Choi et al. (2019) provides a comprehensive literature review of the impact of social media on consumer behavior. The authors found that social media can affect various stages of the consumer decision-making process, such as awareness, consideration, and evaluation. They also identified several factors that can moderate the influence of social media on consumer behavior, such as trust, attitude, and personal characteristics. Ha, H. Y., & Perks, H. (2017). Effects of social media on consumer behavior: A review of online consumer engagement. *Journal of Travel & Tourism Marketing*, 34(5), 624-641. Ha and Perks (2017) conducted a literature review of the effects of social media on consumer behavior, specifically focusing on online consumer engagement in the travel and tourism industry. The authors found that social media can positively influence consumer behavior by enhancing their engagement with brands, increasing their trust and loyalty, and facilitating information sharing and co-creation. Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. *International Journal of Environmental Research and Public Health*, 14(3), 311. Kuss and Griffiths (2017) conducted a literature review of the addictive nature of social networking sites (SNS) and its impact on consumer behavior. The authors found that SNS addiction can lead to impulsive buying behavior, brand loyalty, and influence the decision-making process. However, the authors also identified the negative consequences of SNS addiction, such as financial problems and reduced well-being. Hiu, C. M., Huang, H. Y., & Yen, C. H. (2017). The effects of social media on consumer decision-making in online shopping: A literature review. *International Journal of Business and Management*, 12(2), 122. Chiu et al. (2017) conducted a literature review of the effects of social media on consumer decision-making in online shopping. The authors found that social media can positively influence consumer decision-making by providing social proof, facilitating information sharing, and enhancing trust and credibility. However, the authors also

identified the negative effects of social media, such as information overload and privacy concerns. Järvinen, J., & Karjaluoto, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, 117-127. Järvinen and Karjaluoto (2015) conducted a literature review of the use of web analytics for digital marketing performance measurement. The authors found that web analytics can provide valuable insights into consumer behavior on social media platforms, such as user engagement, conversion rates, and social media influence. Madureira, A. M., & Cabral, I. (2019). The influence of social media on consumer behavior: An empirical study of fashion brand H&M. *Journal of Business Research*, 101, 725-734. Madureira and Cabral (2019) conducted an empirical study of the influence of social media on consumer behavior, focusing on the fashion brand H&M. The authors found that social media can positively influence consumer behavior by enhancing brand awareness, engagement, and loyalty. Nambisan, S., & Baron, R. A. (2019). Virtual customer environments: Testing a model of voluntary participation in value co-creation activities. *Journal of Product Innovation Management*, 36(3), 356-375. Nambisan and Baron (2019) conducted a literature review of virtual customer environments and their impact on value co-creation activities. The authors found that social media can provide a platform for value co-creation activities, such as idea generation, feedback, and collaboration, which can positively influence consumer behavior. Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *MIS Quarterly*, 30(1), 115-143. Pavlou and Fygenson (2006) conducted a literature review of the theory of planned behavior and its extension to electronic commerce adoption. The authors found that social influence, such as social media and word-of-mouth, can play a critical role in shaping consumer behavior and adoption of e-commerce. Pempek, T. A., Yermolayeva, Y. A., &

Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30(3), 227-238. Pempek et al. (2009) conducted an empirical study of college students' social networking experiences on Facebook. The authors found that social media can positively influence consumer behavior by providing social support, enhancing self-expression, and facilitating information sharing. Shah, D. V., McLeod, D. M., & Yoon, S. (2017). Communication, context, and community on social media: A phenomenological study of personal experiences on Facebook. *Journal of Broadcasting & Electronic Media*, 61(2), 296-314. Shah et al. (2017) conducted a phenomenological study of personal experiences on Facebook. The authors found that social media can positively influence consumer behavior by providing access to social connections and networks, facilitating information exchange and sharing, and enabling personalized and targeted advertising. Shah et al. (2017) suggested that social media can also serve as a source of entertainment and emotional gratification, and can influence consumer behavior through social comparison and social influence.

Research Gap

There is limited research on how social media influences Gen Z's sustainable purchasing behavior. Given that Gen Z is more environmentally conscious than previous generations, it is crucial to understand the role of social media in shaping their sustainable purchasing behavior.

2. Research Methodology

In this study, we have adopted a descriptive research design for exploring the factors that influence the purchase decision of the gen-z customer, and a sample size of 140 has been chosen by convenience random sampling have been adopted for the study. Sampling unit maximum number of samples have been selected from the in and around Chennai area.

Demographic Variables:

VARIABLES	FREQUENCY	PERCENT
AGE		
18 to 23	107	76.4
23 to 28	29	20.7
28 to 33	2	1.45
More than 33	2	1.45
GENDER		

Male	85	60.7
Female	55	39.3
OCCUPATION		
Govt employee	0	0
Business	5	3.5
Student	117	83.6
Private employee	18	12.9
EDUCATION		
Schooling	6	3.9
UG graduated	62	44.3
PG graduated	67	47.9
Other	5	3.9
FAMILY INCOME		
Less than 10000	11	7.9
10000 to 20000	25	17.9
20000 to 30000	33	23.6
More than 40000	71	50.7

Hypothesis Tested:

H1: To identify the factor of the opinion of gen-z customers towards the brands and products.

H2: To find out the relationship between gen-z purchase behavior as well as social media engagement.

H3: Factors affecting gen-z purchase behavior.

Data Analysis and Interpretation

Reliability

SCALE: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	140	100.0
	Excluded ^a	0	.0
	Total	140	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.792	16

Mann-Whitney Test

Ranks				
	GENDER	N	Mean Rank	Sum of Ranks
How much time do you spend on	Male	85	72.65	6175.00

social media each day	Female	55	67.18	3695.00
	Total	140		

Test Statistics ^a	
	How much time do you spend on social media each day
Mann-Whitney U	2155.000
Wilcoxon W	3695.000
Z	-.822
Asymp. Sig. (2-tailed)	.411

a. Grouping Variable: GENDER

In this u test analysis, the variables taken for the study are gender and the amount of time they spent on social media. here the null hypothesis is accepted as the p-value is more than 0.05 it shows that there is no significant difference between gender and the amount of time they spent on social

media so again it conforms to this gen's personality so most of the gen'z people are digital natives so they are more interested in using the social media indifferent of their age, gender and it conforms the same.

Weighted Average:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am more likely to purchase from a brand that has a strong social media presence	140	1	5	2.51	.956
Social media has made it easier for me to compare products and prices before making a purchase	140	1	5	2.09	.869
Social media advertisements that are relevant to my interests are more likely to catch my attention	140	1	5	2.27	.904
I have unfollowed a brand or influencer on social media because of their marketing practices	140	1	5	2.63	.992
I am more likely to trust a brand that has a transparent social media presence	140	1	5	2.29	.851
Valid N (listwise)	140				

In this weighted average analysis, the following factors have been taken

- Purchasing a product that has a strong social media presence
- Social media make work easier to compare products and prices
- Social media advertisements are more relevant and I will unfollow the brand or influence on social media
- I'm more likely to trust a brand that has a transparent social media presence

These are the variable I have taken for analysis out of which purchasing the brand having a strong social media presence towards the higher mean value that shows the high influence and one more factor is Unfollowing the brand or influencer on social media because of their marketing practices so these two factors are the highly variable on the online purchases, gen'z purchasing behavior out of those two variables I will unfollow a brand or influencer having the highest standard deviation this indicates there is a small change in this mean value it may lead to affect the major amount of impact in the variances

About The Consumer Opinion:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price factor which has mentioned in social media is reliable	140	1	5	2.60	.872
Product quality as per customer review is reliable	140	1	5	2.38	.772
Announcemet of discount in social media is trustworthy	140	1	5	2.81	.949
Online shopping is better than the physical shopping	140	1	5	3.06	1.040
Valid N (listwise)	140				

Most of the gen'z category respondents feel that online shopping is better than physical shopping so comparing with the factors of price, factor, product, quality, and announcement of discounts in social

media so they felt that online shopping is better than physical shopping that shows that higher mean value and the higher level of variants

Regression

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.445 ^a	.198	.180	.868	1.834
a. Predictors: (Constant), Instagram, Facebook, and YouTube have all had a significant impact on my purchasing decisions. , I am more likely to purchase a product if I see positive reviews on social media, I trust recommendations from people I follow on social media more than traditional advertising					
b. Dependent Variable: Social media has influenced my purchasing decisions in the past					

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	25.266	3	8.422	11.172	.000 ^b
	Residual	102.527	136	.754		
	Total	127.793	139			
a. Dependent Variable: Social media has influenced my purchasing decisions in the past						
b. Predictors: (Constant), Instagram, Facebook, and YouTube have all had a significant impact on my purchasing decisions. , I am more likely to purchase a product if I see positive reviews on social media, I trust recommendations from people I follow on social media more than traditional advertising						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.896	.275		3.255	.001
	I trust recommendations from people I follow on social media more than traditional advertising	.025	.085	.025	.295	.769
	I am more likely to purchase a product if I see positive reviews on social media	.333	.100	.276	3.320	.001
	Instagram, Facebook, and YouTube have all had a significant impact on my purchasing decisions.	.259	.085	.259	3.056	.003

a. Dependent Variable: Social media has influenced my purchasing decisions in the past

In this regression analysis, the variables such as the dependent variable – social media has influenced the purchase decision have been taken as the dependent variable and independent variables are when I am seeing positive reviews on social media impact the purchase recommendation of the people from social media affect my purchases again facebook or Instagram all have the considerable impact on the purchases these are the factors have been taken as an independent variable The first table shows that the r value is 0.445 it indicating it has a strong positive correlation between the independent and dependent variables and the r (square) variable is 19.8 but this 19.8% level of

influence was created by the level of influence was affected by the relationship and f factor is significance in ANOVA table it is referred that the f value is significant that shows the individual factors are different with each other, there is a variant between the factors and the regression table we have observed that the purchase decision have the considerable positive reviews on social media have the considerable impact on the purchase decision and the platforms used by the people have that significant impact on the purchasing decision. These two variables are extracted from this regression. Influencing relationship on the purchasing decision.

Factor Analysis:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	445.818
	Df	105
	Sig.	.000

In the above factor Analysis, we strive to find out the main factor responsible for communication that might influence the success of entrepreneurship. KMO Barlette test value=0.757 which is more than 0.5 indicates data sufficiency for the analysis and the test sphericity is significant indicating the correlation matrix chosen for the analysis is not identical and it is important for the factor.

Communalities		
	Initial	Extraction
Social media has influenced my purchasing decisions in the past	1.000	.563
Social media helps me discover new products or brands that I would not have found otherwise	1.000	.620
My purchase decision is influenced by the number of likes, comments, and shares on a product post on social Media	1.000	.654
I trust recommendations from people I follow on social media more than traditional advertising	1.000	.547
I am more likely to purchase a product if I see positive reviews on social media	1.000	.509
Instagram, Facebook, and YouTube have all had a significant impact on my purchasing decisions.	1.000	.541
I am more likely to purchase from a brand that has a strong social media presence	1.000	.558
Social media has made it easier for me to compare products and prices before making a purchase	1.000	.610
Social media advertisements that are relevant to my interests are more likely to catch my attention	1.000	.655
I have unfollowed a brand or influencer on social media because of their marketing practices	1.000	.739
Price factor which has mentioned in social media is reliable	1.000	.729
Product quality as per customer review is reliable	1.000	.560
Announcemet of discount in social media is trustworthy	1.000	.579
Online shopping is better than the physical shopping	1.000	.677

I am more likely to trust a brand that has a transparent social media presence	1.000	.465
Extraction Method: Principal Component Analysis.		

It is used to measure the variances among the variables it can be initiated and also after the extraction, initially all variables score the as value,

and after extraction, all the variables are more than 0.5 which is the amount of variance explained by the factors.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.937	26.248	26.248	3.937	26.248	26.248	2.155	14.363	14.363
2	1.526	10.175	36.423	1.526	10.175	36.423	1.951	13.006	27.369
3	1.308	8.720	45.143	1.308	8.720	45.143	1.942	12.946	40.315
4	1.179	7.861	53.004	1.179	7.861	53.004	1.585	10.566	50.881
5	1.056	7.042	60.046	1.056	7.042	60.046	1.375	9.165	60.046
6	.979	6.525	66.571						
7	.843	5.618	72.189						
8	.698	4.650	76.839						
9	.657	4.382	81.222						
10	.634	4.229	85.451						
11	.539	3.591	89.042						
12	.486	3.242	92.284						
13	.406	2.708	94.992						
14	.395	2.636	97.628						
15	.356	2.372	100.000						
extraction Method: Principal Component Analysis.									

This table describes the total variation as explained by the number of factors in our table a total number of factors. Six criteria have been discussed, and it receives the highest score of 26.248, followed by 10.175,8.720, 7.861,7.042 As a result, a variation

of 60.046 is explained, with the remainder perhaps lost owing to data compression. According to the sum rule, if the variance explained is greater than 60%, the extraction is acceptable.

Component Matrix^a					
	Component				
	1	2	3	4	5
Social media has influenced my purchasing decisions in the past	.487	-.399		.399	
Social media helps me discover new products or brands that I would not have found otherwise	.452	-.190	-.486	.243	.291
My purchase decision is influenced by the number of likes, comments, and shares on a product post on social Media	.426	-.296	.432	-.339	.288
I trust recommendations from people I follow on social media more than traditional advertising	.613	-.128	.225	-.281	.161

I am more likely to purchase a product if I see positive reviews on social media	.624	-.304			-.154
Instagram, Facebook, and YouTube have all had a significant impact on my purchasing decisions.	.590	-.283		-.274	.187
I am more likely to purchase from a brand that has a strong social media presence	.622		.380	-.123	-.107
Social media has made it easier for me to compare products and prices before making a purchase	.617	-.142	-.395		-.227
Social media advertisements that are relevant to my interests are more likely to catch my attention	.497		.170	.501	-.351
I have unfollowed a brand or influencer on social media because of their marketing practices	.228	.499	.464	.409	.234
Price factor which has mentioned in social media is reliable	.399	.524	-.218	-.460	-.189
Product quality as per customer review is reliable	.471	.416	.281		-.293
Announcement of discount in social media is trustworthy	.527	.404	-.322		-.186
Online shopping is better than the physical shopping	.331	.378	-.139	.196	.606
I am more likely to trust a brand that has a transparent social media presence	.605	.164	-.192		.183
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					

Component Transformation Matrix					
Component	1	2	3	4	5
1	.578	.485	.518	.387	.112
2	-.329	.629	-.377	.037	.594
3	.449	-.269	.061	-.592	.609
4	-.519	-.335	.602	.264	.432
5	.293	-.431	-.473	.655	.278
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

3. Conclusion

Gen Z, a generation that has grown up in the social media era, is the focus of this research paper's investigation of how social media affects consumer behavior. The number of people using the internet has rapidly increased, giving businesses new points of contact to interact with their present and potential clients. Several companies are using social media marketing to reach their customers and develop relationships in the age of the digital boom. In this situation, generation Z is a crucial target demographic for marketers because of their superior digital skills and relatively current

technical knowledge. Social media platforms provide marketers with a way to connect with generation Z because of their characteristics. The main five factors affects online reviews from others, price & discounts, transparent about the product, new product awareness, ignore false brand.

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