THE ROLE OF INFLUENCER DR. TIRTA IN MARKETING RUNNING SHOES ON SOCIAL MEDIA AND ITS IMPACT ON GENERATION Z'S PURCHASE INTENTION IN INDONESIA

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Abstract

This study examines the role of influencers in digital marketing, focusing on Generation Z, who are highly responsive to social media content and trust-based interactions. Dr. Tirta, a credible doctor and sports figure, serves as a case study to assess his effectiveness in shaping purchase intentions for running shoes in Indonesia. The research investigates the influence of social media content, engagement and interaction, brand awareness and perception, and influencer marketing impact on Generation Z's purchase intentions, while identifying which factors most strongly drive decisions. Using a quantitative survey design with online questionnaires and SEM-PLS analysis, the results reveal that engagement and interaction exert the most potent effect on purchase intention, followed by brand awareness and perception, and influencer marketing, with social media content also contributing positively but to a lesser extent. These findings highlight the importance of expertise-based influencers, authentic interactions, credibility, and consistent messaging in fostering consumer trust. Overall, Dr. Tirta's role significantly influences Generation Z's purchasing decisions, and future research should explore moderating variables, such as consumer trust and audience personality traits, to deepen the understanding of influencer marketing dynamics.

Keywords: Influencer Marketing, Generation Z, Brand Awareness, Social Media, Purchase Intention

INTRODUCTION

The rapid development of digital technology and social media has fundamentally transformed how people interact, communicate, and shop. In Indonesia, with more than 191 million active social media users in 2024 (We Are Social, 2024), platforms such as Instagram, TikTok, and YouTube have become primary spaces for brands to engage with consumers. This shift has given rise to influencer marketing, a strategy that leverages digital public figures to shape consumer perceptions and purchasing decisions (Casaló et al., 2020). One prominent figure in this context is Dr. Tirta Mandira Hudhi, a medical professional and influencer widely recognized for his authenticity, active lifestyle, and involvement in social and business initiatives, including the running shoe industry. Amid the growing trend of healthy lifestyles and running among young people, Dr. Tirta utilizes his professional credibility and personal branding to promote both local and global running shoe brands, making him an ideal case for examining influencer effects on Generation Z's consumer behavior in Indonesia.

Generation Z, comprising individuals aged 10–28 in 2025, exhibits distinct characteristics as digital natives, being highly responsive to social trends and placing greater trust in influencers than in traditional advertising (Djafarova & Bowes, 2021). Surveys indicate that approximately 68% of Indonesian Gen Z consumers report their purchasing decisions are influenced by influencer content, particularly on TikTok and Instagram, underscoring the strategic role of influencers such as Dr. Tirta in shaping purchase intention toward trust-sensitive products like sports footwear. This study is further justified by the rapid growth of Indonesia's running shoe industry. Statista (2024) reports that the Indonesian sports footwear market generated USD 1.2 billion in revenue in 2024, with an annual growth rate of 6.8%. Driven by increased post-pandemic health awareness, both global brands (e.g., Adidas and Nike) and local brands (e.g., Compass and Ardiles) increasingly employ influencer marketing to strengthen their positioning among urban youth.

Social media content serves as a strategic form of digital marketing communication, delivered through visual, audiovisual, and textual formats to shape audience perceptions, emotions, and behaviors toward brands. Its effectiveness depends on visual appeal, informational credibility, message relevance, and perceived authenticity, with authentic and informative content enhancing trust, engagement, and positive brand attitudes (Jenkins et al., 2019; Bazi et al., 2023; Lou & Yuan, 2019; Liao, 2024). Digital storytelling and interactive features such as likes, comments, shares, and two-way communication foster deeper cognitive, emotional, and behavioral engagement, particularly among Generation Z, increasing brand loyalty and purchase intention (Tafesse & Wood, 2021; Vinerean & Opreana, 2021; Rachmadhaniyati & Sanaji, 2021; Faradila & Siagian, 2024). Platforms like TikTok, with short, dynamic, and visually compelling content, effectively capture attention, while appealing, relevant, and easily understood messages strengthen product perceptions and elicit positive emotional responses that directly drive purchase intention (Ashley & Tuten, 2015; Ismael et al., 2025).

Engagement and interaction on social media involve activities such as liking, commenting, sharing, saving, or recreating content (e.g., TikTok duets or stitches). Engagement reflects active participation that strengthens consumer–brand relationships (Gangi & Wasko, 2016) and indicates emotional connection and thoughtful consideration of

the brand. Two-way interactions make consumers feel valued and heard, reinforcing brand loyalty. Higher engagement promotes deeper processing of brand messages, increasing purchase intention through enhanced attention and cognitive involvement consistent with the central route of the Elaboration Likelihood Model.

Brand awareness and brand perception refer to consumers' ability to recognize, recall, and evaluate brands based on exposure to digital marketing communications. Previous studies show that social media marketing enhances brand awareness and brand image, while frequent brand interactions strengthen perceived quality and brand trust (Irdasyah, 2022; Shafa, 2022). Brand awareness refers to the extent to which consumers can recognize and recall a brand. In contrast, brand image encompasses the associations consumers form in their minds, including product attributes, symbolic benefits, and perceived emotional value. According to Keller (1993), brand awareness is the initial stage in shaping brand preference, and brand image reinforces consumer confidence in purchase decisions. On TikTok, consistent brand exposure through influencer content can enhance awareness and strengthen positive brand associations. Higher awareness and favorable perceptions, such as viewing a brand as premium, eco-friendly, or trendy, increase consumer trust and purchase intention, as Hakim and Keni (2020) found.

Meta-analytic evidence indicates that influencer credibility and attractiveness directly influence brand attitudes, and that alignment between influencer image and brand identity improves brand perception effectiveness (Schouten et al., 2020; Ao et al., 2023). Parasocial relationships further accelerate the development of brand awareness and attachment in social media contexts (Ki et al., 2020). Influencer marketing impact refers to the extent to which influencer promotions shape audience attitudes, trust, and purchase decisions. Empirical findings consistently confirm that influencer credibility, attractiveness, and expertise positively affect brand attitudes and purchase intention across industries (Li, 2021; Jin et al., 2021; De Veirman et al., 2019; Lou, 2022).

Influencer marketing leverages socially influential individuals to promote products or services, with effectiveness driven by credibility, personal appeal, value alignment, and authenticity (Beichert et al., 2024). Influencers act as relatable opinion leaders, often perceived as more genuine than traditional celebrities. On platforms like TikTok, brief and natural content enhances perceived spontaneity and persuasiveness. Consumer trust in influencers strongly influences purchase intention, as belief in their genuine product use increases the likelihood of adoption. Social influence from trusted influencers plays a critical role in shaping Generation Z's buying decisions (Han & Balabanis, 2024).

This study applies Ajzen's (1991) Theory of Planned Behavior (TPB) to explain how Generation Z forms purchase intentions on social media. According to TPB, intention is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control. In digital marketing, attractive, relevant, and informative content fosters positive attitudes, while credible influencers and supportive community feedback create social pressure that enhances purchase intention. Perceived behavioral control, including transaction security, app usability, and delivery speed, further strengthens the likelihood of purchase. Ferdianto et al. (2024) confirm all three factors significantly affect young consumers' intentions on TikTok, with perceived control as the most influential, underscoring the importance of platform trust, convenience, and credible social influence in driving digital purchase decisions.

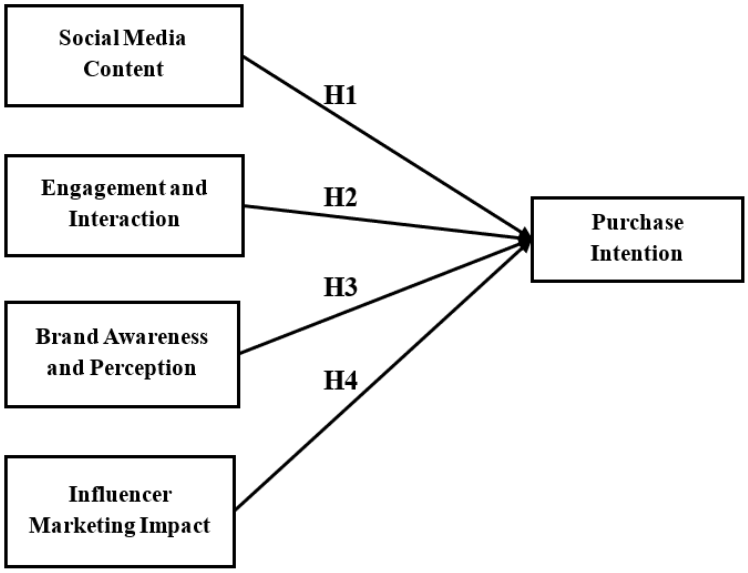
This study advances theory by reinforcing the relational model linking social media content, engagement and interaction, brand awareness and perception, and influencer marketing impact on Generation Z's purchase intention. In practice, it guides sports footwear brands in selecting influencers aligned with their brand identity and Gen Z values. Focusing on influencer Dr. Tirta, the study examines his role in promoting running shoes on social media. Grounded in the Elaboration Likelihood Model, it provides empirical insights into the cognitive and social mechanisms driving influencer marketing effectiveness among digitally savvy youth, highlighting the importance of credibility, authenticity, engagement, and brand perception in shaping audience acceptance.

RESEARCH METHOD

This study employs a quantitative approach to examine the effects of social media content, engagement and interaction, brand awareness and perception, and influencer marketing on Generation Z's purchase intention using numerical data and statistical analysis. Primary data were collected through an online questionnaire using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The study examines five variables, comprising exogenous and endogenous constructs. The exogenous variables include Social Media Content (X1), Engagement and Interaction (X2), Brand Awareness and Perception (X3), and Influencer Marketing Impact (X4), while the endogenous variable is Purchase Intention (Y). Purposive sampling was applied to select respondents from Generation Z who are familiar with Dr. Tirta. The sample size was determined by multiplying the number of indicators and variables by 5 and 10, respectively, to establish the minimum and maximum sample requirements. With 21 indicators and five variables, the required sample size ranged from 130 to 260 respondents.

Data analysis combines descriptive statistics to summarize key characteristics and Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS to test relationships among latent constructs. The analysis involves outer and inner model evaluations, with PLS-SEM chosen for its capability to assess both observable and unobservable variables. The study framework, including the hypothesized relationships, is illustrated in Figure 1.

Figure 2.
Framework Model



Source: Adapted from Ismael et al. (2025).

RESULTS AND DISCUSSION

This study collected data from 202 respondents who met the criteria, namely individuals from Generation Z who are familiar with Dr. Tirta, as summarized in Table 1.

Table 1.
Respondent Characteristics.

	Category	Frequency	%
Gender	Male	94	46,5%
	Female	108	53,5%
Age	12-14 Years	19	9,4%
	15-17 Years	26	12,9%
	18-20 Years	44	21,8%
	21-23 Years	61	30,2%
	24-27 Years	52	25,7%
Education	Elementary School	9	4,6%
	Junior High School	36	18,6%
	Senior High School	82	42,3%
	Bachelor's Degree	61	31,4%
	Master's Degree	4	2,1%
	Doctoral Degree	2	1%
Occupation	Student	92	45,5%
	Entrepreneur / Self-employed	41	20,3%
	Civil Servant	13	6,4%
	State-owned Enterprise Employee	7	3,5%
	Private Sector Employee	49	24,3%
Domicile	Yogyakarta	39	19,3%

	Jakarta	33	16,3%
	Central Java	30	14,9%
	West Java	27	13,4%
	East Java	24	11,9%
	East Kalimantan	10	5%
	South Kalimantan	16	7,9%
	North Sumatra	7	3,5%
	South Sulawesi	13	6,4%
	Papua	3	1,5%
Monthly Income	Less than IDR 2,000,000	95	47%
	IDR 2,000,000–3,000,000	21	10,4%
	IDR 3,000,001–4,000,000	25	12,4%
	IDR 4,000,001–5,000,000	38	18,8%
	More than IDR 5,000,000	23	11,4%
Influencer-Driven Purchase Frequency (Dr. Tirta)	Never	1	0,5%
	1–3 Times	59	29,2%
	4–6 Times	97	48%
	More Than 6 Times	45	22,3%

Source: Data processed (2025).

This study involved 202 Generation Z respondents, with a slightly higher proportion of females than males. Most respondents were aged 21–23 years, held a senior high school or bachelor's degree, and were predominantly students, indicating a digitally active demographic. Participants were geographically diverse, mainly residing in Yogyakarta and Jakarta, and nearly half reported monthly incomes below IDR 2,000,000. The findings show a strong influence of Dr. Tirta on purchasing behavior: the majority of respondents made influencer-driven purchases, particularly in the 4–6 times category, demonstrating his significant role in shaping Generation Z's purchase decisions.

Outer Model: Validity and Reliability Data

The measurement model was evaluated using validity and reliability tests to confirm that the indicators satisfied the required standards of accuracy and consistency. The results of the validity and reliability tests are summarized in Table 2.

Table 2.
Validity and Data Reliability

Variables and Indicators	Outer Loading	AVE	CR	CA
Social Media Content		0,691	0,918	0,888
SCM1: Social media makes my life easier.	0.865			
SCM2: Social media platforms help me increase my knowledge about products, services, and brands.	0.784			
SCM3: Social media platforms provide accurate and timely information about products and services.	0.829			
SCM4: Social media marketing inspires me to make purchase decisions.	0.834			

SCM5: I am satisfied with the social media marketing of the brands I follow.	0.842			
Engagement and Interaction		0,759	0,926	0,894
EI1: I engage with brand activities through social media.	0.877			
EI2: Social media makes me feel positive toward a brand.	0.892			
EI3: Discussions and exchanges of opinions can take place on brand social media pages.	0.848			
EI4: Expressing opinions is easy on brand social media platforms.	0.867			
Brand Awareness and Perception		0,760	0,927	0,896
BAP1: Brand awareness is easier to achieve through social media.	0.880			
BAP2: Social media offers more brand-related characteristics and information.	0.871			
BAP3: Brands promoted through social media are easy to remember.	0.872			
BAP4: Social media helps me recognize brands.	0.864			
Influencer Marketing Impact		0,753	0,924	0,891
IMI1: I like brand advertisements published on social media.	0.883			
IMI2: Brand advertisements released on social media are appealing.	0.851			
IMI3: Influencer marketing is trustworthy.	0.884			
IMI4: Influencer marketing is a reliable approach.	0.854			
Purchase Intention		0,660	0,906	0,872
PUR1: I tend to make better purchase decisions after using brand social media sites before buying products or services.	0.793			
PUR2: I am more interested in purchasing products and services when using social media sites.	0.837			
PUR3: I am very likely to purchase products or services recommended by my friends on social media.	0.844			
PUR4: I expect to purchase products promoted on the social media sites of the brands I follow.	0.808			
PUR5: I intend to purchase products promoted on the social media sites of the brands I follow.	0.778			

Source: Data processed (2025).

Based on Table 2, the measurement model meets the required validity and reliability criteria. All constructs show Average Variance Extracted (AVE) values above the minimum threshold of 0.50, indicating adequate convergent validity. In addition, the Cronbach's Alpha (CA) and Composite Reliability (CR) values for all variables exceed the acceptable cut-off value of 0.60 (Manley et al., 2021), demonstrating satisfactory internal consistency and reliability. Furthermore, all indicators exhibit strong outer loading values, confirming that each item reliably represents its respective construct. Overall, these results indicate that the measurement model is valid and reliable, and thus appropriate for further structural model analysis.

Discriminant validity was further evaluated using the square root of AVE and the HTMT ratios. The results of the Fornell–Larcker criterion are reported in Table 3, and the HTMT analysis is presented in Table 4.

Table 3.
Fornell Larcker

	SCM	EI	BAP	IMI	PUR
SCM	0.831				
EI	0.399	0.871			
BAP	0.475	0.447	0.872		
IMI	0.490	0.459	0.459	0.868	
PUR	0.663	0.665	0.694	0.689	0.812

Source: Processed data (2025)

Table 3 shows that most constructs have higher correlation coefficients than those of the constructs below them. For instance, the square root value of Social Media Content (0.831) is substantially higher than its correlation with Engagement and Interaction (0.399). Similarly, Brand Awareness and Perception (0.872) exceed its correlations with Influencer Marketing Impact (0.459) and Purchase Intention (0.694). Based on these results, all constructs in this study meet the criteria for discriminant validity, indicating satisfactory discriminant validity.

Table 4.
HTMT

	SCM	EI	BAP	IMI	PUR
SCM					
EI	0.446				
BAP	0.528	0.499			
IMI	0.550	0.514	0.512		
PUR	0.751	0.753	0.784	0.783	

Source: Processed data (2025)

Table 4 presents the results of discriminant validity testing using the Heterotrait-Monotrait (HTMT) analysis. According to the criteria, all HTMT values for each variable should be below 0.90. The results show that all variables in this study meet this requirement, indicating that the HTMT values for all constructs are valid (Manley et al., 2021).

Structural Model Analysis (Inner Model)

This study also conducted structural model testing, or the inner model, to analyze the relationships between variables. The structural model was evaluated using collinearity tests, R-square (R^2) analysis, predictive relevance assessment, and path coefficient testing. First,

collinearity testing examines the correlations among latent variables within the structural model, which are presented in Table 5. In PLS-SEM, a Variance Inflation Factor (VIF) below five or a tolerance above 0.20 indicates acceptable collinearity. VIF values above 5 suggest potential issues and warrant consideration of removing the corresponding indicator (Hair et al., 2022).

Table 5.
Collinearity Test

	SCM	EI	BAP	IMI	PUR
SCM					1.500
EI					1.420
BAP					1.504
IMI					1.546
PUR					

Source: Processed data (2025)

Table 5 shows that all Variance Inflation Factors (VIFs) are below the threshold of 5, ranging from 1.420 to 1.546. This result indicates that there are no collinearity issues among the latent variables. Therefore, all variables can be reliably included in the structural model analysis.

R-square assesses how well exogenous variables explain the endogenous variable and indicates the model's overall predictive power, calculated from the squared correlation between the actual and predicted endogenous constructs. It reflects the combined influence of all exogenous latent variables on the endogenous variable. Meanwhile, Q-Square (Q^2) evaluates the model's predictive accuracy for out-of-sample data without being used in model estimation (Hair et al., 2022). A Q^2 value greater than zero ($Q^2 > 0$) for each endogenous latent variable indicates that the structural model has predictive relevance for the dependent constructs. Together, R^2 and Q^2 provide a comprehensive assessment of the model's explanatory and predictive capabilities. The results of these tests are summarized in Table 6.

Table 6.
R-Square and Q-Square

Variables	R-Square	R-Square Adjusted	Q^2 Predict
Purchase Intention	0,778	0,773	0,772

Source: Processed data (2025)

Table 6 shows that Purchase Intention has an R-square of 0.778 and an adjusted R-square of 0.773, indicating that the exogenous variables explain approximately 77.8% of the variance in Purchase Intention. The Q^2 value of 0.772, which is greater than zero, confirms that the model has strong predictive relevance for this endogenous construct. Overall, these results demonstrate that the structural model effectively explains and predicts Purchase Intention.

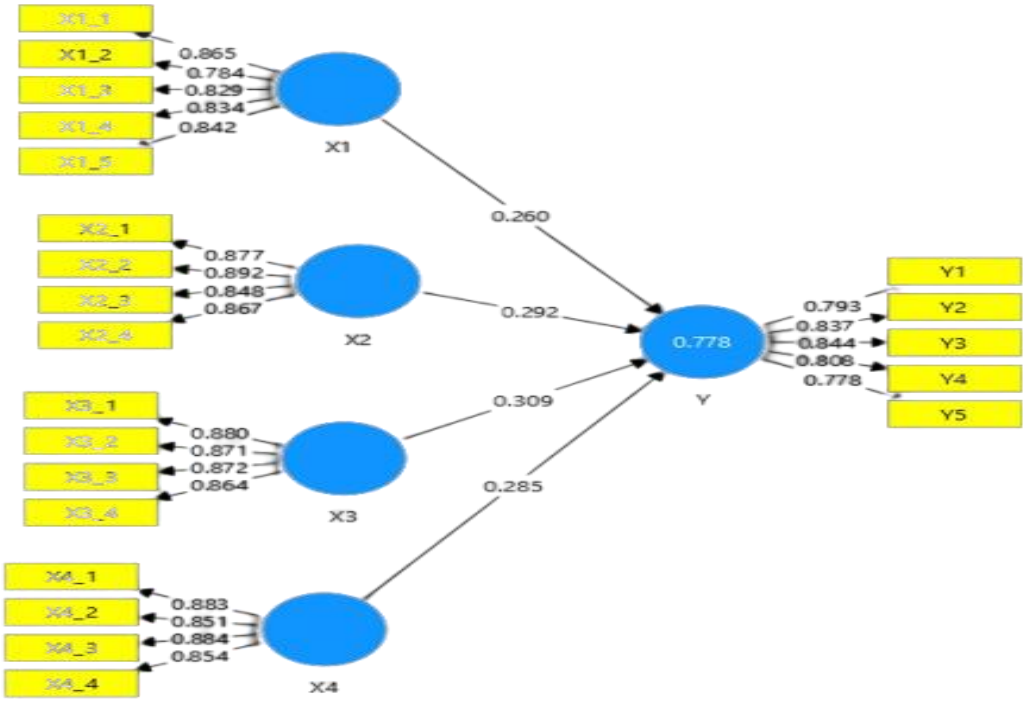
Path coefficients are used to test research hypotheses and are calculated in SmartPLS using the bootstrapping method. Based on the results in Table 7, all hypotheses are supported. These results align with Hair et al. (2022), who state that a hypothesis is accepted if the T-statistic is greater than 1.96 and the P-value is less than 0.05. Therefore, all hypotheses in this study are confirmed. Moreover, the bootstrapping results are illustrated in Figure 2.

Table 7.
Hypotheses Testing

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Conclusion
SCM → PUR	0.260	0.262	0.042	6.180	0.000	H1 Accepted
EI → PUR	0.292	0.291	0.043	6.838	0.000	H2 Accepted
BAP → PUR	0.309	0.309	0.046	6.732	0.000	H3 Accepted
IMI → PUR	0.285	0.289	0.044	6.450	0.000	H4 Accepted

Source: Processed data (2025)

Figure 2.
Bootstrapping



Source: Data processed (2025).

Notes: Social Media Content (X1), Engagement and Interaction (X2), Brand Awareness and Perception (X3), and Influencer Marketing Impact (X4), Purchase Intention (Y).

The Effect of Social Media Content on Purchase Intention

The path coefficient of 0.260 indicates that content quality, delivery creativity, and message relevance can enhance Generation Z's tendency to consider purchases. Social media content related to running shoe promotions, such as photos, videos, brief reviews, or stories, has been shown to influence Gen Z's purchase intention. In this study, content posted by brands and Dr. Tirta, including shoe reviews, running shoe guides, running experiences, and product comparisons, served as primary sources of information for Gen Z, who are highly visual and responsive to authentic digital content. Generation Z tends to trust authentic content over traditional advertising and values influencer credibility and authenticity in

product recommendations (Sokolova & Kefi, 2020; Djafarova & Trofimenko, 2019). Empirical studies indicate that visually appealing and relevant social media content significantly affects Gen Z's purchase intention, both directly and through engagement or brand perception as mediators (Utari et al., 2025). Therefore, aesthetically appealing and informative content can foster positive brand perception and increase purchase desire.

The Effect of Engagement and Interaction on Purchase Intention

Compared to content alone, social media engagement and interaction exert a more substantial influence on purchase intention. With a path coefficient of 0.292, it can be concluded that the more actively Gen Z interacts through comments, likes, shares, direct messages, and discussion threads, the higher their likelihood of making a purchase (Sokolova & Kefi, 2020). For running shoe marketing, Gen Z often asks directly about comfort, durability, or suitability for specific types of running, reflecting how two-way social media engagement enhances purchase intention (Ismail, 2017). Dr. Tirta fosters a sense of closeness through parasocial interaction by actively responding to comments, which strengthens trust in his recommendations, a mechanism proven to enhance purchase intention in influencer marketing contexts (Yuan & Lou, 2020).

The Effect of Brand Awareness and Perception on Purchase Intention

Brand awareness and perception are key variables in this study. With a coefficient of 0.309, Gen Z is more likely to purchase running shoes when they understand the brand and its image (Keller, 2013). Dr. Tirta's reputation within sports, health, and lifestyle communities influences Gen Z's perception of brand quality, reliability, and credibility through his reviews and recommendations (Fennell et al., 2020). Gen Z values a brand's reputation and lifestyle identity, and a strong brand image significantly increases purchase intention (Ebrahim, 2020). Influencers like Dr. Tirta are perceived as informative and honest, which helps enhance brand reputation.

The Effect of Influencer Marketing Impact on Purchase Intention

A coefficient of 0.285 indicates that influencer marketing, particularly Dr. Tirta's role, positively affects Gen Z's purchase intention for running shoes in Indonesia. His credibility, authentic content, and expertise as a doctor and public figure in sports significantly shape purchase intention. Gen Z tends to trust influencers who are honest and knowledgeable, consistent with findings that influencer credibility and expertise strongly impact purchase intention (Sokolova & Kefi, 2020). Authentic and relevant content further increases recommendation effectiveness (Yuan & Lou, 2020), while professional testimonials strengthen consumer confidence in product quality and utility (Djafarova & Trofimenko, 2019). Dr. Tirta's experiences and reviews are perceived as honest and reliable, boosting consumer trust and purchase intention.

CONCLUSION

This study examined the impact of Social Media Content, Engagement and Interaction, Brand Awareness and Perception, and Influencer Marketing Impact on Gen Z's purchase intention for running shoes. Results show that Social Media Content positively influences purchase intention, with creative and informative posts like videos, photos, reviews, and storytelling enhancing interest and confidence. Engagement and Interaction have an even greater effect, as active participation through comments, likes, shares, and direct communication fosters trust and psychological closeness, thereby increasing purchase

likelihood. Brand Awareness and Perception significantly shape purchase intention, with consistent brand experiences building positive perceptions of quality, reliability, and emotional value. Influencer Marketing Impact also positively affects purchase intention, as credible and authentic influencers like Dr. Tirta enhance consumer evaluations of product quality and utility, particularly when aligned with audience values and lifestyle.

The managerial implications of this study extend to multiple stakeholders. Policymakers should enforce transparency in digital advertising and influencer endorsements to help consumers identify commercial content and protect against counterfeit products, poor after-sales service, and safety risks, especially in sports goods. Brands should produce creative, authentic, and educational social media content aligned with Gen Z lifestyles while maintaining consistent brand identity and product quality to convert positive perceptions into purchase intentions. E-commerce platforms need to enhance product verification, strengthen transaction security, detect fake reviews, and provide visual proof from verified buyers to build trust. Gen Z consumers should actively seek product information, critically evaluate reviews, and use interactive features such as comments, live sessions, or direct messaging to make informed purchasing decisions, reducing impulsive buying and enhancing confidence in their choices.

Limitation

This study has several limitations. First, data were collected via self-reported questionnaires, which may introduce response bias, as participants might provide socially desirable responses rather than accurately reflect their actual purchase behavior or perceptions. Second, the study focused solely on running shoes, a product category with unique characteristics such as comfort, safety, and functionality, so the influence of social media content and influencers may differ across other product categories, such as fashion, electronics, or daily necessities. Third, the research focused on a single influencer, limiting variability in the analysis, since factors such as profession, popularity, communication style, and persona can affect the magnitude of impact on purchase intention. Finally, the cross-sectional design captures data at a single point in time, limiting insights into longitudinal changes in Gen Z's purchasing behavior amid rapidly evolving social media trends.

Recommendation

Based on the findings, several recommendations can be made. For practitioners and industry professionals, it is advised to develop creative, authentic, and lifestyle-relevant social media content that resonates with Gen Z consumers. Companies should enhance two-way interactions through comments, live sessions, and community activities to foster trust and emotional closeness. Influencer selection should prioritize credibility, expertise, and alignment with the brand's persona to maximize the impact of marketing messages on audience perception.

For academics, this study offers a foundation for advancing digital marketing research on Gen Z consumer behavior. Future research should explore additional psychological variables such as perceived value, platform trust, and emotional responses to content. Comparative analyses across influencer types and product categories, along with longitudinal studies, can provide richer insights into changing purchase behavior, thereby improving the generalizability and robustness of findings on how digital marketing shapes Gen Z's buying decisions.

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