



Five Factors in Social Network Site Advertisement Influencing the Purchase Intention of Generation Z

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ABSTRAK

In the realm of digital marketing, understanding the factors that influence Online Purchase Intention is imperative for the success of advertising campaigns. This research investigates the specific elements shaping consumer intentions within the context of Skintific Advertisement on Instagram. This study focuses on the effect of the of five factors in SNS advertisement, namely; information, entertainment, trust, disturbance, and social interaction, on online purchase intention. The research was conducted on Skintific Instagram followers who have made purchases on Skintific products. This research was conducted quantitatively on 151 respondents. The method used is Structural Equation Model with SmartPLS 3.3.3 software in 2024. Statistical results after hypothesis testing show thathypotheses one, two, three, four five, and six are proven, and it can be concluded that information, entertainment, trust, disturbance, and social interaction all have a positive and significant effect on online purchase intention.

INTRODUCTION

With the exponential growth of social media platforms, human interactions have undergone a significant transformation. These platforms facilitate various forms of engagement, ranging from individual interactions to group discussions, enabling interactions for commercial, social, political, and educational purposes (Kaplan & Haenlein, 2010). At the forefront of this digital revolution are Social Network Sites (SNS), web-based applications that allow users to create virtual profiles and interact with others in a bounded system, exchanging content such as images, videos, and comments in near real-time. While the terms "social media" and "social networks" are often used interchangeably, they represent distinct aspects of contemporary mass media. Social media encompasses various online interaction mediums, including blogs, forums, chat applications, and social networks (Kapoor et al., 2017). On the other hand, social network sites specifically refer to websites that serve as gathering places for individuals with connections such as family, friends, and business colleagues. However, both platforms facilitate communication and content exchange without spatial or temporal constraints (Alalwan et al., 2017).

The proliferation of social network sites has led to a significant increase in daily internet usage, with platforms like Facebook, YouTube, Twitter, Instagram, and TikTok becoming integral parts of people's online lives. These platforms are not only used for personal interactions but also for various professional and commercial activities (Duffett, 2015). Businesses, including those in the culinary industry, are increasingly leveraging social network sites for marketing and advertising purposes to stay competitive in the digital age (Siri & Das, 2021). Among the various generations, Generation Z (born between 1995 and 2010) stands out for its digital nativism and tech-savvy nature. This generation, also known as the internet generation, has grown up in an era dominated by digital technologies and social media. Consequently, they exhibit distinct preferences and behaviors, particularly concerning online activities and purchasing habits (Stillman, 2017).

In Indonesia, the prevalence of online shopping among youth, especially Generation Z, has surged in recent years. This demographic shift underscores the importance for brands to establish a strong presence on social network sites to engage with their target audience effectively (Lestari, 2018). As such, understanding the factors influencing Generation Z's online purchase intention through SNS advertisements has become imperative for businesses striving to succeed in the digital marketplace.

The problem formulation of this research delves into investigating the influence of five key factors—Information, Entertainment, Trust, Disturbance, and Social Interaction—present in Skintific's SNS advertisements on the online purchase intention of Generation Z consumers. Through a focused examination of @skintificid Instagram, the study aims to ascertain the positive effects of these factors on Generation Z's inclination towards online purchases. The research objectives are structured to determine the specific impact of each factor on online purchase intention, thus contributing to the theoretical understanding of marketing management and providing practical insights for marketers, readers, and entrepreneurs. By shedding light on the dynamics between SNS advertisement factors and consumer behavior, this study seeks to enrich

knowledge in research methodology and offer valuable guidance for marketing strategies targeting Generation Z.

LITERATURE REVIEW

Grand Theory of Marketing

Drawing from Kotler and Keller (2019), marketing management serves as the overarching theory guiding this research, emphasizing the importance of generating, communicating, and delivering value to customers while managing relationships to benefit the business and its stakeholders. Marketing, as both an organizational role and a set of procedures, prioritizes aligning products with customer needs rather than solely targeting specific customer segments (Kotler & Keller, 2019). Kotler and Keller (2019) further delineate eight primary communication models within the marketing communication mix, including advertising, sales promotion, events and experiences, public relations and publicity, online and social media marketing, mobile marketing, direct and database marketing, and personal selling. Advertising emerges as a crucial component in shaping brand value and driving sales in the evolving marketing landscape. Andrews and Shimp (2018) define advertising as a form of paid and mediated communication designed to persuade recipients to take action. In the digital realm, digital marketing strategies offer a cost-effective means of reaching a broader target audience and fostering direct interaction with potential customers, ultimately enhancing product awareness and market reach (Andrews & Shimp, 2018; Kotler & Keller, 2019).

Digital Content Marketing

Content marketing, as defined by Chan & Astari (2017), involves the strategic dissemination of publications online. Kotler et al. (2019) further elaborate that content marketing encompasses the creation, curation, and dissemination of compelling and relevant content tailored to a specific audience segment, aiming to stimulate engagement and conversations that reinforce brand messaging. The effectiveness of content marketing, as noted by Hanifawati et al. (2019), hinges on both the quality and quantity of content provided to consumers. Quality content, as emphasized, should be pertinent, valuable, and easily comprehensible, while quantity considerations necessitate ensuring content accessibility and consistency in information delivery.

SNS Advertisement

Social Network Site (SNS) advertisement has emerged as a pivotal marketing channel for enterprises, leveraging platforms like Instagram, Facebook, and TikTok to reach a broad audience (Ngo et al., 2022). These platforms facilitate user engagement through various features, allowing companies to share promotional content, interact with consumers, and build brand visibility. However, the effectiveness of SNS advertising hinges on factors such as Information, Entertainment, Trust, Disturbance, and Social Interaction (Ngo et al., 2022). For instance, providing accurate and transparent product information, enhancing enjoyment through engaging content, establishing advertising credibility, minimizing intrusive advertising formats,

and fostering interactive communication are critical considerations for successful SNS advertisement campaigns.

Within the realm of SNS advertising, platforms like Instagram play a central role in connecting brands with consumers. With a massive user base exceeding billion globally, Instagram offers unparalleled reach and engagement opportunities for businesses. By strategically leveraging the platform's features and understanding the nuances of Information, Entertainment, Trust, Disturbance, and Social Interaction, companies like Skintific can effectively convey their brand message, build consumer trust, and drive online purchase intentions among Generation Z and other target demographics.

Generation Z

Generation Z, also known as Gen Z, comprises individuals born between 1996 and 2012, characterized by their innate connection to technology and the internet (Kotler, 2022). This cohort, sometimes referred to as the iGeneration or net generation, has grown up in an era of rapid technological advancement, shaping their worldview and consumer behavior. Gen Z's extensive use of social media platforms and their inherent understanding of technology make them a significant focus for marketers worldwide (Kotler, 2022). With their pragmatic approach and authenticity in self-representation, Gen Z is poised to become the most populous and influential demographic in the consumer market by 2025 (Kotler, 2022). Their ability to adapt to and drive technological innovation positions them as key drivers of market trends and consumer preferences.

Online Purchase Intention

Online purchase intention, a crucial aspect of consumer behavior, refers to the inclination or readiness of individuals to engage in online transactions based on their perceived needs or desires (Hidayat, 2021). It is a complex process influenced by various factors such as product knowledge, perceived value, and external stimuli (Raza et al., 2024). Consumers' decision-making process involves evaluating product attributes, comparing alternatives, and ultimately forming intentions to purchase (Mahadi & Sukati, 2012). Moreover, purchase intention is subject to change based on dynamic factors like price fluctuations, quality assessments, and evolving consumer perceptions (Gogoi, 2020). Understanding the determinants of online purchase intention, including user behavior and perception, is essential for marketers seeking to capitalize on Gen Z's increasing influence and purchasing power (Alalawan et al., 2018).

METHODOLOGY

Population and Sample

The population under study comprises Generation Z individuals who actively use Instagram and have purchased Skintific products, with Skintific boasting over 776,000 followers on the platform (Sugiyono, 2018). To select a representative sample from this population, the study employs a non-probability sampling technique, specifically purposive sampling, where respondents are chosen based on predetermined criteria aligned with the research objectives (Sugiyono, 2018). Utilizing the Slovin formula, the

researcher aims for a minimum sample size of 151 respondents, accounting for an 8% margin of error and a 95% confidence level (Researcher Documentation, 2023). To ensure diversity and representation, a stratified random sampling method will be employed, categorizing the population into groups based on relevant characteristics such as gender, age, income level, and daily Instagram usage. Additionally, online surveys via Google Form will be utilized, leveraging the widespread accessibility of digital platforms among Generation Z individuals, allowing for efficient data collection and analysis (Researcher Documentation, 2023). Sampling through online advertising platforms further facilitates engagement with the target demographic, enabling the dissemination of survey links and research advertisements on Instagram to solicit participation from Generation Z users.

Types and Data Sources

The study adopts a descriptive quantitative research design to investigate the impact of five determinants - namely, information, entertainment, trust, disturbance, and social interaction within SNS advertisement - on the online purchase intention of Generation Z. Quantitative research endeavors to discern patterns, expound causal relationships within quantifiable social phenomena, and scrutinize variable interdependencies. Data collection will predominantly entail the dissemination of an online survey via Google Form to solicit responses from participants. This methodology affords the advantage of efficient outreach to a diverse spectrum of respondents across varying geographic locales and demographic profiles, facilitating expedited and cost-effective data acquisition. Participants will be prompted to furnish their responses to survey queries, utilizing a Likert-scale framework spanning from 1 to 5, denoting degrees of agreement ranging from 'strongly disagree' to 'strongly agree', as delineated in Attachment VIII.

Data Analysis Method

The data analysis methodology employed in this research adheres to established academic protocols as outlined by Sugiyono (2018) and Moleong (2017). Utilizing the SMART PLS software, the study employs the structural equation model - partial least squares (SEM-PLS) to analyze the collected data, focusing on latent variable prediction and explanation rather than hypothesis testing. The reliability and validity of the research data are evaluated to ensure the credibility of the instrument used for data collection. The outer model testing phase encompasses assessments of convergent validity, average variance extracted (AVE), construct reliability, and discriminant validity. Subsequently, the inner model testing phase involves predictive analysis of causal relationships between latent variables using bootstrapping and blindfolding procedures within SMARTPLS. Metrics such as the coefficient of determination (R^2), effect size (F^2), and predictive relevance (Q^2) are employed to gauge the model's explanatory power and predictive accuracy. Overall, the rigorous data analysis methodology ensures the robustness and integrity of the research findings.

Hypothesis Testing

Hypothesis testing, a fundamental statistical technique, is employed in this study to evaluate the evidence and determine if there is adequate support in the sample data to make inferences about the population. This process involves formulating two contrasting hypotheses: the alternative hypothesis (H_a) and the null hypothesis (H_0), and then collecting data to assess the evidence. The bootstrapping method is utilized to analyze the structural research path, which includes assessing the probability of direct, indirect, and total impacts. Through bootstrapping, various parameters such as the t-statistical value, p-value, and original sample are examined to determine the significance level and ascertain whether the null or alternative hypothesis is accepted or rejected based on predetermined criteria, typically a significance level of 0.05. This comprehensive analysis aids in evaluating the significance of relationships between exogenous and endogenous variables, thus contributing to the validation of research hypotheses.

RESEARCH RESULT

Respondent Characteristics

This section delineates the characteristics of respondents engaged in the study, focusing on their gender, age, income, and daily Instagram usage. A total of 151 respondents, all active followers of @skintificid on Instagram who have purchased its products, participated in the study. The distribution of questionnaires was facilitated through various platforms, including WhatsApp groups, Instagram Direct Message, and Instagram Story. Among the respondents, females comprised 68.21%, while males represented 31.78%. Regarding age, the majority fell within the 16 to 18 age brackets, constituting 41.06%, followed by those aged 19 to 22 (34.44%), 11 to 15 (11.92%), and 23 to 27 (12.58%). In terms of income, respondents with earnings ranging from IDR 1,000,000 to 2,999,999 constituted the largest group at 44.37%, followed by those with incomes below IDR 1,000,000 (22.51%), between IDR 3,000,000 to 5,000,000 (19.86%), and above IDR 5,000,000 (13.24%). Lastly, regarding daily Instagram usage, the majority of respondents (38.41%) reported spending 1 to 2 hours per day on the platform, followed by another 38.41% who spent 2 to 3 hours daily. Additionally, 16.55% of respondents reported spending more than 3 hours daily, while 6.62% spent less than one hour per day on Instagram.

Coefficient of Determination (R^2)

Table 1. Coefficient of Determination (R^2)

Latent Variable	R Square	R Square Adjusted
Y (Online Purchase Intention)	0.455	0.436

The coefficient of determination, commonly known as R^2 , serves as a measure of the precision of prediction or estimation. Typically, an R^2 value of 0.75 is deemed indicative of high estimation accuracy, 0.50 suggests moderate accuracy, and 0.25 implies low accuracy (Hair et al., 2022). As per the findings presented in the table, the R^2 value for the model's estimation accuracy concerning Online Purchase Intention (Y) is 0.455. This signifies a moderate

level of estimation accuracy. In essence, it suggests that approximately 45.5% of the variance in Online Purchase Intention can be accounted for by the factors Information (X1), Entertainment (X2), Trust (X3), Disturbance (X4), and Social Interaction (X5), while the remaining 54.5% is attributed to other factors not encompassed within the research model.

Hypothesis Testing

Table 2. Hypothesis Testing Result

Hypothesis	Path Coefficient	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
H1	X1 (Information) -> Y (Online Purchase Intention)	0.312	3.937	0.000	Accepted
H2	X2 (Entertainment) -> Y (Online Purchase Intention)	0.149	2.850	0.005	Accepted
H3	X3 (Trust) -> Y (Online Purchase Intention)	0.221	2.802	0.005	Accepted
H4	X4 (Disturbance) -> Y (Online Purchase Intention)	0.307	4.039	0.000	Accepted
H5	X5 (Social Interaction) -> Y (Online Purchase Intention)	0.282	2.956	0.003	Accepted

Hypothesis testing, conducted via SmartPLS software using bootstrapping, determines support for hypotheses based on path coefficients and p-values. With a 95% confidence level and $\alpha = 0.05$, p-values < 0.05 indicate rejection of the null hypothesis (Ho) and acceptance of the alternative hypothesis (Ha), signifying a significant effect. In this study, relationships with p-values < 0.05 are deemed significant, confirming hypotheses. For instance, the relationship between Information (X1) and Online Purchase Intention (Y) shows a significant positive effect ($p < 0.05$), supporting H1. Similar significant effects are observed for Entertainment (X2), Trust (X3), Disturbance (X4), and Social Interaction (X5), confirming hypotheses H2, H3, H4, and H5, respectively.

DISCUSSION

The Effect of Information Towards Online Purchase Intention

The first hypothesis posited in this study suggests that information positively influences online purchase intention, a proposition supported by empirical evidence gleaned from the analysis. The findings underscore the significance of information provision in shaping consumers' propensity to engage in online purchase. Moreover, the research highlights two key indicators of information in SNS advertisement identified by Ngo et al. (2022): informative information and useful information. Skintific's advertising practices align with these indicators, consistently offering detailed product information, including ingredient lists and usage benefits, thereby enhancing their advertisements' informativeness and utility. Notably, while Skintific's Instagram advertisements

are deemed effective in providing relevant product information, the aspect of being an up-to-date information source exhibits the least impact on online purchase intention, as evidenced by the analysis compared to X1.1. This suggests a potential area for enhancement in Skintific's marketing strategy, warranting further investigation.

The Effect of Entertainment Towards Online Purchase Intention

The second hypothesis posited in this study suggests a positive and significant relationship between entertainment and online purchase intention, a proposition substantiated by the empirical findings derived from the analysis. The results indicate that incorporating entertainment elements into marketing strategies can notably enhance consumers' intention to engage in online purchases, a conclusion supported by the study conducted by Ngo et al. (2022). Notably, entertainment, defined as content that elicits enjoyment and engagement, emerges as a pivotal factor in driving consumer behavior, as highlighted by Kim Dang et al., (2018), who suggest that viewers are more inclined to make purchases from advertisements that entertain them. In alignment with these insights, Skintific has implemented reels and videos alongside traditional posts on Instagram, aiming to deliver pertinent information in an engaging and entertaining manner. However, while the provision of entertaining content has demonstrated a positive impact on online purchase intention, the analysis reveals that focusing on the provision of entertaining content, exhibits a relatively lower effect compared to which emphasizes the influence of entertainment aspects on purchasing decisions. This highlights the nuanced interplay between entertainment and consumer behavior, suggesting avenues for further refinement in Skintific's marketing approach.

The Effect of Trust Towards Online Purchase Intention

The third hypothesis of this study asserts that trust significantly and positively impacts the intention to make online purchases. Empirical analysis confirms this hypothesis, demonstrating that an increase in consumer trust leads to a corresponding rise in purchase intention, findings aligned with the research conducted by Ngo et al. (2022). Notably, Ngo et al. (2022) emphasize the pivotal role of advertising credibility as a key indicator of trust, serving as a benchmark for consumers in evaluating advertisements. Thus, ensuring the credibility of advertising content becomes imperative for long-term success in online marketing. Additionally, the study highlights the influence of brand familiarity on consumer trust, indicating that advertisements from familiar brands tend to garner greater trust from consumers. Leveraging the power of influencers and celebrities emerges as a strategic approach for marketers to enhance brand trust. Skintific's utilization of well-known influencers and celebrities in their marketing endeavors exemplifies this strategy, with influencer-led product reviews proving particularly impactful. For instance, the collaboration with influencer @ralineshah resulted in an Instagram post that garnered over 60 million views and led to the swift sell-out of the featured product, underscoring the potency of influencer endorsement in bolstering brand trust and driving purchase intentions. Upon examination of the results, it is discerned that pertaining to the visibility of customer reviews on Skintific's Instagram, exhibits the lowest effect

on online purchase intention. Conversely, emphasizing the positive credibility of Skintific's Instagram advertisements and their influence on purchase intention, emerges as the most influential factor, signaling the significance of credibility in shaping consumer purchase behavior.

The Effect of Disturbance Towards Online Purchase Intention

The fourth hypothesis posits that disruption positively and significantly influences the intention to make online purchases. Analysis results affirm this hypothesis, indicating a considerable increase in consumer purchase willingness when disruptions are minimized. This finding is substantiated by research conducted by Ngo et al. (2022). Notably, continuous exposure to advertisements can diminish viewers' enjoyment and engender negative perceptions. Consumers often perceive intrusive advertising as intrusive, unpleasant, and distracting, leading to a devaluation of the advertised content. Skintific employs Instagram's sponsorship feature, enabling advertisements to appear unexpectedly in users' Instagram stories. Despite this, survey responses indicate that the majority of respondents do not find Skintific's Instagram advertisements annoying or uncomfortable, suggesting a lack of disruption in their viewing experience. Upon closer examination of the results, it is evident, relating to the absence of distraction due to the frequency of Skintific's Instagram advertisements, exerts the lowest effect on online purchase intention. Conversely, reflecting the absence of discomfort induced by Skintific's Instagram advertisements, emerges as the most influential factor in shaping online purchase intentions.

The Effect of Social Interaction Towards Online Purchase Intention

The fifth hypothesis posits that social interaction positively and significantly impacts online purchase intention. Analysis results affirm this hypothesis, indicating a substantial increase in online purchase intentions with heightened social interaction. This finding is consistent with prior research by Ngo et al. (2022). Social interaction, as evidenced in the analysis, plays a pivotal role in shaping and augmenting online purchase intentions within Skintific's marketing approach. It fosters reciprocal influence among consumers during purchase decisions and encompasses various forms of engagement, such as buyer-seller interactions facilitated through Instagram's features like likes, comments, and direct messages. Effective relationship marketing, as highlighted by Ngo et al. (2022), emphasizes building enduring and meaningful connections with customers, a strategy that Skintific employs through regular interactions with customer reviews on Instagram and live broadcasts to address consumer inquiries. The lowest effect on online purchase intention is observed in pertains to customers' perception of Skintific's receptiveness to feedback on Instagram, while the highest effect, reflecting the facilitation of two-way communication between customers and the company on Instagram.

CONCLUSION AND RECOMMENDATION

The research outcomes provide comprehensive insights into the nuanced dynamics between various determinants—namely information, entertainment, trust, disturbance, and social interaction—and Generation Z's online purchase

intention within the ambit of Skintific advertisements on Instagram. Through methodical analysis and empirical investigation, all hypotheses were substantiated, elucidating the profound impact each factor wields in shaping consumer behavior within the digital marketing landscape. Particularly noteworthy was the discernible influence of information, which emerged as a linchpin driver, highlighting the indispensable role of furnishing pertinent and insightful content to bolster purchase intentions among Generation Z cohorts. Moreover, the pivotal roles played by trust and social interaction underscore the imperative for brands to cultivate a sense of credibility and engender meaningful engagement with their target audience, thereby fostering an environment conducive to heightened purchase inclinations.

Furthermore, while the study adeptly identified areas of strength in each factor, it also proffered astute recommendations and avenues for future research endeavors. For instance, the optimization of content frequency and quality, alongside the augmentation of entertainment value, holds promise in elevating the efficacy of marketing campaigns aimed at Generation Z consumers. Similarly, prioritizing mechanisms for soliciting and responding to customer feedback can engender a culture of transparency and responsiveness, thereby fortifying brand-consumer relationships and augmenting purchase intentions. By diligently addressing these suggestions and incorporating them into their marketing strategies, brands such as Skintific stand poised to align more closely with the evolving preferences and expectations of Generation Z consumers, thereby fostering heightened levels of online purchase intentions and engendering sustained brand loyalty in the digital sphere.

ADVANCED RESEARCH

For more advanced research, consider using techniques like structural equation modeling with larger datasets for a deeper understanding of how social media ads affect Gen Z's buying decisions. Longitudinal studies conducted over time can reveal trends and changes in consumer behavior. Qualitative methods like interviews can provide richer insights into why Gen Z makes certain purchasing choices. Also, explore how cultural differences and other factors influence the impact of social media ads on buying intentions. Lastly, utilize technologies like AI and ML to analyze big data for hidden patterns and improve predictive models for future consumer behavior.

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