

The Influence of Social Media on Generation Z Consumer Behavior in Purchasing Decision Making

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ABSTRACT

Driven by the rapid growth of the digital economy, social media significantly reshapes consumer behavior, particularly among Generation Z. This study aims to systematically analyze the influence of social media on Generation Z purchasing decisions through a Systematic Literature Review (SLR) approach. Academic literature was retrieved from the Google Scholar and DOAJ databases, focusing on peer-reviewed articles published between 2016 and 2025. Synthesizing these empirical studies, the analysis demonstrates that social media substantially impacts Generation Z purchasing behavior, primarily driven by digital engagement, influencer credibility, and user-generated review authenticity. These factors collectively serve as key catalysts in establishing brand trust and long-term customer loyalty. Furthermore, the findings reveal that Generation Z consumer decision-making is governed not only by traditional rational considerations but also by emotional and social dynamics fostered through digital interactions. Despite these insights, a critical research gap remains regarding the simultaneous interrelationships among these variables and the long-term effects of continuous social media exposure on sustainable consumption patterns. To address these limitations, this study recommends that future research develop an integrative conceptual framework combining digital credibility, emotional trust, and brand loyalty within the evolving digital commerce ecosystem. Ultimately, these findings provide valuable strategic insights for marketers seeking to design effective, trust-oriented digital marketing strategies targeted at Generation Z consumers.

Keywords: social media; generation z; consumer behavior; influencers; purchasing decisions

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INTRODUCTION

The rapid expansion of digital technologies has fundamentally transformed the way consumers access information, interact with brands, and make purchasing decisions. Social media has become an integral component of contemporary social and economic life, with users across countries spending substantial amounts of time engaging with digital platforms. In Indonesia, approximately 167 million people are active social media users, accompanied by relatively high levels of daily engagement. This development suggests that social media has moved beyond its conventional functions of entertainment and interpersonal communication to become an important marketing

environment that shapes consumer perceptions, preferences, and purchasing decisions (Panjaitan & Simanjuntak, 2024).

The transformation of social media into a marketing ecosystem has been driven by the increasing integration of user-generated content, influencer marketing, social proof, and interactive brand communication. These features enable consumers to encounter, evaluate, and discuss products throughout different stages of the decision-making process. Previous research indicates that user-generated content, influencer endorsements, and social proof can significantly affect consumers' willingness to consider and purchase products. In the Indonesian context, approximately 85% of respondents in one study acknowledged that social media influencers affected their purchasing behavior, particularly among younger consumers (Andriany & Triwardhani, 2025). At the same time, platforms such as Instagram and TikTok have increasingly become spaces for product discovery and visual brand engagement, allowing consumers to move from product awareness to purchase consideration through interactive and socially mediated experiences that differ substantially from traditional media (Regina, 2024).

Within this changing digital environment, Generation Z represents a particularly important consumer segment. Generally characterized as individuals born from the late 1990s to the early 2010s, Generation Z has grown up alongside the development of smartphones, social networking sites, and other digital technologies. Their extensive engagement with digital platforms makes social media an important source of information, entertainment, social interaction, and consumer decision-making. In Indonesia, Generation Z demonstrates intensive engagement with online activities, with some studies reporting average daily usage of six hours or more, including social media interaction (Zaenudin & Harto, 2024). They also tend to engage with multiple platforms and demonstrate a strong preference for visual, interactive, and socially embedded content. Consequently, Generation Z is not merely a group of passive consumers but also an active participant in shaping digital trends through reviews, shares, recommendations, and other forms of online engagement (Efendi & Giyana, 2025).

The distinctive characteristics of Generation Z further complicate the relationship between social media exposure and purchasing behavior. This generation actively uses platforms such as Instagram and YouTube for both entertainment and information, with reported daily usage ranging from three to six hours (Nathadiharja et al., 2024). At the same time, Generation Z tends to evaluate products critically, conduct online research, examine consumer reviews, and increasingly consider sustainability-related attributes before purchasing. Their reliance on micro-influencers and preference for authentic visual content also suggest that credibility, relatability, and perceived authenticity may be important mechanisms through which social media affects their consumer responses (Nurlina et al., 2025). However, intensive engagement with digital platforms may also generate digital fatigue, indicating that greater exposure to social media does not necessarily translate into uniformly positive consumer outcomes (Nathadiharja et al., 2024).

The influence of social media on consumer behavior is therefore neither linear nor homogeneous. Its effects may vary according to content characteristics, platform

environments, consumer demographics, and patterns of engagement. User-generated content, influencer marketing, and peer recommendations can strengthen consumer trust and purchase intention, while active engagement with brands may contribute to stronger brand loyalty (Kusuma, 2024). Some evidence suggests that approximately 70% of purchasing decisions are influenced by social media exposure, while influencer endorsements may increase purchase likelihood by as much as 32% (Arianto, 2024). Nevertheless, these opportunities are accompanied by persistent challenges, including privacy concerns, misinformation, and the growing consumer demand for authentic and credible digital content (Girsang et al., 2024). These contrasting findings indicate that the relationship between social media and Generation Z consumer behavior requires a more integrated examination rather than an isolated focus on individual platforms or marketing tactics.

Given the rapidly expanding body of research on social media and consumer behavior, a systematic synthesis of existing evidence is increasingly necessary. Systematic literature reviews provide a structured approach for synthesizing findings across studies, identifying dominant research trends, and revealing theoretical and methodological gaps within a research domain (Baako et al., 2022). Beyond summarizing existing evidence, systematic reviews can clarify patterns in the development of a research field and identify underexplored areas that warrant further investigation. For example, systematic reviews have been used to identify research trends and methodological gaps in emerging technological fields, thereby informing future research priorities (Vivas et al., 2024). They can also provide an evidence base for scientific and policy decision-making by integrating findings from fragmented bodies of research (Ginanjari et al., 2024). Nevertheless, systematic reviews must carefully address challenges such as publication bias, differences in research designs, and methodological heterogeneity to ensure that the resulting synthesis is sufficiently robust.

Despite the growing literature, a comprehensive understanding of how social media shapes Generation Z's purchasing decision-making remains fragmented. Existing studies frequently examine individual dimensions of this relationship, such as influencer marketing, user-generated content, online reviews, platform preferences, or purchase intention, without sufficiently integrating these dimensions into a broader understanding of consumer decision-making. Moreover, findings may vary across cultural, demographic, and platform contexts, making it difficult to determine whether observed relationships are consistent or context dependent. The literature also remains dispersed across different theoretical perspectives and methodological approaches, limiting the ability to identify the broader mechanisms through which social media exposure translates into consumer responses among Generation Z.

This fragmentation highlights the need for a systematic synthesis that goes beyond describing individual findings and instead identifies the dominant patterns, relationships, and gaps within the existing body of knowledge. Accordingly, this study employs a systematic literature review (SLR) to synthesize research on the influence of social media on Generation Z consumer behavior, particularly in relation to purchasing decision-making. The study aims to integrate existing empirical findings, identify recurring

relationships among key variables, examine variations across research contexts, and identify theoretical and methodological gaps in the literature. By consolidating fragmented evidence, this study seeks to provide a more comprehensive understanding of the mechanisms underlying social media's influence on Generation Z consumers and to establish a stronger foundation for future research and digital marketing strategies targeting this increasingly influential consumer segment.

METHOD

This study employed a qualitative research approach using a Systematic Literature Review (SLR) to systematically examine how social media influences Generation Z consumer behavior and purchasing decisions. The SLR approach was selected because it enables the systematic identification, evaluation, comparison, and synthesis of findings from previous studies, thereby providing a comprehensive understanding of the patterns, determinants, and mechanisms underlying social media influence on Generation Z consumers. In particular, the review focused on the roles of digital content, social media influencers, and online interactions across different stages of the purchasing decision process, ranging from need recognition to the final purchase decision.

The literature search was conducted using two academic databases, namely the Directory of Open Access Journals (DOAJ) and Google Scholar. The search strategy employed combinations of the following keywords: “social media,” “consumer behavior,” “Generation Z,” “purchase decisions,” and “systematic literature review.” The review covered studies published between 2016 and 2025 to capture developments in social media and digital consumer behavior over a period characterized by the rapid expansion of social networking platforms and their increasing integration into consumers’ decision-making processes. The selection of studies followed predefined inclusion and exclusion criteria. Studies were included when they (1) examined Generation Z as the primary or relevant consumer population, (2) addressed social media as an influencing factor, and (3) discussed consumer behavior, purchasing behavior, or purchase decision-making. Studies were excluded when they were conceptually unrelated to the research objectives, duplicated other records, or were not available in English or Indonesian.

The study selection process involved several sequential stages, beginning with the identification of relevant literature and followed by screening, eligibility assessment, data extraction, and thematic synthesis. Initially, the titles and abstracts of retrieved studies were examined to determine their relevance to the research objectives. Potentially relevant articles were subsequently assessed through a more detailed review of their content to determine their eligibility based on the established criteria. For each eligible study, relevant information was extracted concerning the research context, Generation Z characteristics, social media-related factors, research methods, and principal findings. The extracted evidence was then organized and compared across studies using thematic synthesis. This process enabled the identification of recurring themes, relationships, and explanatory mechanisms concerning the influence of social

media on Generation Z purchasing decisions. The overall research procedure is presented in Figure 1.

Figure 1. Research Procedure on the Influence of Social Media



Figure 1 illustrates the systematic procedure used to examine the influence of social media on Generation Z consumer behavior through the SLR approach. The process commenced with the identification of the research problem and the formulation of research objectives, followed by the development of research questions to establish the scope and direction of the review. Relevant literature was subsequently identified through structured searches of DOAJ and Google Scholar using predefined keywords. The retrieved records were then screened according to the established inclusion and exclusion criteria. Eligible studies underwent quality assessment to determine their relevance and methodological adequacy. Relevant information was subsequently extracted and thematically synthesized to identify patterns and relationships between social media and Generation Z purchasing behavior. Finally, the synthesized findings were interpreted and reported to develop a comprehensive understanding of how social media shapes the purchasing decision-making process of Generation Z and to identify implications for digital consumer behavior research.

RESULTS AND DISCUSSION

The following are the results of the analysis and grouping of research related to the influence of social media on Generation Z consumer behavior in making purchasing decisions. Based on the results of the review, there are three main focuses, namely: (1) the role of social media in shaping Generation Z's consumption behavior, (2) the influence of influencers on purchasing decisions, and (3) the role of consumer reviews

in building trust and brand loyalty. Each focus has an important contribution to understanding how digital interactions, the credibility of information sources, and the authenticity of content influence Generation Z's mindset and purchasing behavior in the digital era.

Table 1. The Influence of Social Media on Consumer Behavior

No.	Research Field or Focus	Names of Authors in the Same Field	Insight or Main Research Variable
1	The Role of Social Media in Generation Z Consumer Behavior	Pan et al., (2024); Li et al., (2023); Najmi et al., (2024); Dibda & Ahmad, (2025).	Social media as a primary source of information and interaction; digital engagement influences brand awareness, impulse buying, and emotional attachment to the brand.
2	The Influence of Influencers on Purchasing Decisions	Ahmad et al., (2024); Muhmin et al., (2025); Liu, (2024); Uskar et al., (2025).	Influencer credibility (expertise, trustworthiness, personal appeal); parasocial relationships; content authenticity; effectiveness of influencer-brand collaboration in shaping purchase intention and loyalty.
3	The Role of Reviews in Trust and Loyalty	Liang et al., (2024); Owusu-Mensah et al., 2025); Amahjour & Khalkhali, 2024).	Review credibility; the role of trust as a mediator of impulse buying; brand image and reputation; the impact of fake reviews on consumer trust.

Table 1 illustrates that the primary focus of Generation Z purchasing behavior is heavily influenced by an integrated digital ecosystem, where social media, influencers, and consumer reviews complement each other in shaping perceptions, intentions, and purchasing decisions. The digital space is not only a medium for information, but also an arena for social interaction that shapes consumer trust and identity. Thus, these studies suggest that effective marketing strategies need to incorporate emotional, authentic, and trust-based approaches to optimize the influence of social media on Generation Z consumer behavior.

Social Media as a Primary Information Source in Generation Z's Purchasing Decision Process

Social media is now the primary source of information influencing the purchasing decisions of Generation Z, who grew up in a digital environment. This generation relies on online platforms to seek information, validate, and interact with brands. They actively follow influencers and read reviews before purchasing products (Pan et al.,

2024) Interactive and personalized marketing strategies on social media can increase brand appeal and strengthen emotional bonds with consumers (Li et al., 2023).

Furthermore, influencers play a crucial role as trusted sources of recommendations, mediating the relationship between social media and Generation Z's purchasing behavior (Najmi et al., 2024). Social media also increases brand awareness and encourages impulse buying through authentic content from other users (Dibda & Ahmad, 2025). Nevertheless, traditional marketing methods and face-to-face interactions remain relevant, especially for products that require high levels of trust and engagement, suggesting a balance between digital and conventional experiences in Generation Z's consumer behavior.

The study's findings indicate that social media significantly influences Generation Z's behavior and purchasing decisions, primarily through digital engagement mechanisms and trust in information sources such as influencers and user reviews. These findings indicate that Generation Z's decision-making process is no longer linear, but rather influenced by social and emotional interactions in the digital space. Interpretatively, social media plays a role not only as a promotional channel but also as a social ecosystem that shapes brand perceptions, preferences, and loyalty. From an evaluative perspective, the effectiveness of social media marketing strategies depends on the authenticity and relevance of the messages conveyed, while conventional approaches are still needed to build long-term trust, especially for products that require a tangible experience or deeper personal connection.

The Influence of Influencer Credibility on Generation Z Purchasing Decisions

Social media influencers have a strong influence on Generation Z purchasing decisions, driven primarily by the credibility and authenticity displayed in their content. Influencer credibility, encompassing aspects of expertise, trustworthiness, and personal appeal, has been shown to positively influence Generation Z purchase intentions. Authentic content aligned with the audience's personal values enhances the effectiveness of influencer marketing and strengthens brand loyalty (Ahmad et al., 2024). The parasocial relationship formed between influencers and their followers fosters emotional closeness and trust, which play a crucial role in influencing purchasing decisions (Muhmin et al., 2025).

Furthermore, the effectiveness of social media as a marketing channel is increasingly evident on visual platforms like Instagram and YouTube, which enable high levels of engagement and connection between influencers and audiences (Liu, 2024). In the context of marketing strategy, targeted collaboration between brands and credible influencers is a crucial factor in strengthening competitiveness in the digital environment (Uskar et al., 2025). However, the effectiveness of influencer marketing is not always uniform, as some Generation Z consumers still prioritize peer recommendations or traditional forms of promotion, indicating the need for a more diverse and contextual marketing approach.

The research findings indicate that social media influencers play a significant role in influencing Generation Z purchasing decisions through their credibility, authenticity, and

the emotional engagement they foster. Interpretatively, the parasocial relationship between influencers and audiences strengthens trust and drives brand preference. Evaluatively, the effectiveness of influencer marketing strategies depends on the relevance and authenticity of the content, but it still needs to be combined with other approaches as not all segments of Generation Z respond uniformly to influencer influence.

The Role of Consumer Reviews and Comments in Shaping Trust and Purchase Intention

Consumer reviews and comments play a crucial role in building trust and influencing purchasing decisions in the digital age. The credibility of reviews from verified buyers is considered more reliable and increases potential consumers' confidence in a product. Reviews that provide balanced and detailed opinions reinforce positive perceptions, while positive reviews serve as social proof that can encourage purchase intention, while negative reviews often decrease purchase intention (Liang et al., 2024). Consumer trust is also an important mediating factor between reviews and impulse buying behavior, where high levels of trust can trigger spontaneous purchases (Owusu-Mensah et al., 2025).

Furthermore, the collective opinions within reviews contribute to the formation of a brand's image and reputation, which impacts consumer loyalty. In certain industries, such as skincare, the combination of consumer reviews and influencer influence has a strong influence on purchase intention, with trust being a crucial moderating factor (Amahjour & Khalkhali, 2024). However, the rise of fake reviews on digital platforms presents new challenges, as they can erode consumer trust and disrupt the decision-making process. Therefore, maintaining the authenticity and transparency of reviews is crucial for businesses in building their reputation and maintaining public trust in the online marketplace.

Research shows that consumer reviews play a crucial role in building trust and influencing purchasing decisions in the digital age. Authentic reviews create social proof that reinforces positive perceptions of a product and encourages interest, even impulse purchases. However, the presence of fake reviews poses a challenge for businesses, making maintaining the credibility and transparency of reviews key to maintaining consumer trust and loyalty.



Figure 2. Development of Variables Influencing Social Media on Generation Z Consumer Decision-Making Behavior

Figure 2 shows the interrelationships between various factors shaping Generation Z's purchasing behavior within the social media ecosystem. Overall, social media serves as a primary source of information and a means of interaction, influencing brand awareness, trust, and purchase intention through authentic content and interactive marketing strategies. Influencers strengthen the emotional connection between consumers and brands through credibility, authenticity, and parasocial relationships, which foster loyalty. Meanwhile, consumer reviews act as social proof, increasing trust and shaping brand perceptions, although the presence of fake reviews can hinder purchasing decisions. The relationships between these variables demonstrate the integration of authenticity, trust, and loyalty within the digital consumer journey, where Generation Z's consumption behavior is hybrid, blending digital and traditional experiences in the purchasing decision-making process.

CONCLUSIONS AND SUGGESTIONS

Based on the evaluation results, social media has been shown to significantly influence Generation Z purchasing behavior through digital engagement, influencer credibility, and authentic consumer reviews, which build trust and brand loyalty. However, there is still a research gap regarding the simultaneous relationship between these factors and the long-term impact of social media exposure on sustainable consumption behavior. Therefore, future research should focus on an "Integrative Model of the Influence of

Digital Credibility on Trust and Loyalty of Generation Z Consumers" to understand how influencer credibility, review authenticity, and digital interactions shape ethical purchasing decisions in the social media era.

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