



THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATIONS ON PURCHASE INTENTIONS OF GENERATION Z IN YANGON, MYANMAR

***Myo Aung, **Asst Prof Dr. Siriwan Kitcharoen, ***Dr. Bhumiphat Gilitwala**
*MBA Student, **Assistant Vice President for Educational Innovation and Graduate
Studies, ***Program Director MBA, Assumption University

Abstract

This research aims to examine the effectiveness of Integrated Marketing Communications (IMC) on the purchase intentions of Generation Z consumers in Yangon, Myanmar. The framework includes digital advertising, influencer marketing, content marketing, public relations, social media marketing, and purchase intention as predictors of perceived influence. A quantitative research design was applied, using structured questionnaires distributed to 385 respondents aged 18–27 years in Yangon through purposive sampling. Content validity was tested with Item Objective Consistency (IOC), while Cronbach's Alpha confirmed construct reliability. Data were analyzed with descriptive statistics and regression techniques using Jamovi software to evaluate the hypotheses and establish causal relationships. The findings indicate that influencer marketing and social media marketing have the strongest impact on Generation Z's purchase intentions. Content marketing and public relations also play significant roles, while digital advertising shows only a marginal effect. These results highlight that Gen Z consumers are influenced more by effective information flow and interactive engagement on social media platforms than by mere exposure to digital advertising. The study contributes to IMC literature in emerging markets and provides practical insights for marketers in designing consumer-centric strategies through credible influencers, engaging content, and active social media presence.

Keywords: *Integrated Marketing Communications, Generation Z, Purchase Intention, Digital Advertising, Influencer Marketing, Content Marketing, Public Relation, Social Media Marketing*

1. Introduction



1.1 Background of the study

In the fast-changing business landscape of today, integrated marketing communications (IMC) has become a vital strategic tool. It requires the coordination and integration of several marketing tools and channels such as advertising, sales promotion, public relations, direct marketing, and digital media to provide a consistent and powerful message to target audiences (Belch and Belch, 2021). Particularly in Myanmar, the fast expansion of digital platforms and rising smartphone penetration have substantially changed customer behavior, especially among younger generations.

Generation Z are those who were born between 1997 and 2012, is becoming a major consumer segment in Myanmar. Digital nativity, social media fluency, and a desire for customized and genuine brand engagements define this cohort (Williams et al., 2012; Seemiller and Grace, 2016). Understanding how IMC techniques affect Gen Z's purchasing intents gets increasingly important as companies move toward customer-centric and data-driven strategies.

Though Myanmar faces political and financial difficulties, digital transformation keeps advancing and provides marketers chances to use integrated campaigns successfully. There is little academic study available on how these techniques affect Gen Z's purchase intentions in a local setting. This study tries to close this gap by assessing how well integrated marketing campaigns affect Gen Z's purchase intentions in Myanmar.

1.1 Research Objectives

The primary objective of this study is to evaluate the effectiveness of integrated marketing communications on the purchase intentions of Gen Z consumers in Yangon, Myanmar. The specific objectives are:

1. To identify the components of integrated marketing communications currently employed in Myanmar.
2. To examine the effectiveness of these component of IMC on Gen Z's purchase intentions.
3. To determine which component of IMC are most effective in driving purchase intentions among Gen Z consumers.
4. To provide recommendations for marketers to enhance IMC effectiveness targeting Gen Z.

2.Literature Review



2.1 Purchase Intention

Purchase intention is defined as consumers' reaction against marketing messages, which can include interest in purchase, evaluation, and finally a decision to buy. Based on Ajzen's (1991) work on the Theory of Planned Behavior, behavioral intention is the strongest predictor of actual behavior because it forms the bridge between attitudes and behaviors. Several studies in consumer behavior reveal a strong association between favorable purchase responses and purchase likelihood (Belch & Belch, 2021).

2.2 Digital Advertising

Digital advertising is the identification, access, and use of digital tools and technologies by consumers in daily practice. It includes the knowledge of platforms, advertisements and the new media content which shape the perception and behaviours of consumers (Rothman, 2019).

2.3 Influencer Marketing

Influencer marketing is the practice of leveraging individuals with a prominent online identity and credibility to advertise products or services to their followers. Influencers are opinion leaders, whose endorsement can influence consumer perception and purchase intention (Freberg et al., 2011). Unlike traditional celebrities, digital influencers build credibility with their followers by being perceived as authentic, relatable, and frequently engaging with their audiences (Casaló et al., 2018). Influencer content is often integrated into social media platforms including Instagram, TikTok, and YouTube, which has made promotional influencer marketing one of the fastest growing methods of Integrated Marketing Communications.

2.4 Content Marketing

Content marketing means the creation, composition, design, and distribution of relevant and immersive marketing content that meets the interests and emotional needs of particular consumers (Ashley & Tuten, 2015). Meaningful content either informs, entertains, or inspires consumers and elevates them closer to the brand; contributing to the overall brand engagement. Scholars have shown that personalized, creative, and authentic content enhances the consumer-brand relationship significantly (Hollebeek & Macky, 2019).



2.5 Public Relation

As defined by Grunig and Hunt (1984), public relations (PR) is a strategic communication process that develops mutual-benefit relationships between organizations and their various publics. When applied to marketing, PR creates a corporate reputation, credibility, and trust among consumers, through a variety of ways such as media relations, publicity campaigns, and various forms of corporate social responsibility. The research supports this argument, as PR activities have a positive and favourable impact on brand perception and consumer attitudes. PR functions as a mechanism of IMC (Wilcox et al., 2015).

2.6 Social Media Marketing

Social media marketing is defined as a process of reaching consumers and promoting brand offerings through social media platforms like Facebook, Instagram, TikTok, and Twitter (Mangold & Faulds, 2009). Social media differs from typical media channels because it allows for various forms of two-way communication, allowing consumers to comment on, share, and even co-create content with brands. Several researchers find social media engagement leads to more awareness of the brand, increased trust of the brand, and positive purchase intention outcomes (Duffett, 2017; Kaplan & Haenlein, 2010).

2.7 Relationship between Digital Advertising and Purchase Intention

Digital advertising is emerging as an essential part of Integrated Marketing Communications (IMC) with sophisticated segmentation, customization, and interactivity. Internet advertising includes banner ad, search engine ad, video ad, and programmatic ad on various digital media. For digitally empowered Generation Z consumers who are always accessible via smartphones and digital devices, internet advertising is a highly effective channel to build awareness, generate engagement, and drive purchasing intent (Duffett, 2017).

2.8 Relationship between Influencer marketing and Purchase Intention

Influencer marketing is a powerful driver of Internet-era Integrated Marketing Communications (IMC), best suited in an era when consumer trust in conventional advertisement forms is low. It is a definition of collaboration between individuals and businesses who possess power over target publics through media like Instagram, YouTube, and TikTok. For Gen Z consumers, who are extremely peer-referral, authenticity, and relatability-sensitive, influencer marketing is a powerful driver of purchase intentions (Schouten et al.,



2020).

2.9 Relationship between Content Marketing and Purchase Intention

Content marketing is the process of developing and sharing valuable, consistent, relevant, and informative content with the aim of attracting and retaining a clearly defined audience. Content marketing is not selling the product directly but aims to offer content that is either educational or entertaining in character so that it allows it to build trust and build an emotional relationship with the brand (Pulizzi, 2012). In the world of Gen Z—cynical toward traditional advertising and super-duper smitten with authenticity—content marketing assumes a chief role in influencing buying intention. The value addition of content marketing is that it can create brand-consumer relationship, which is a major precursor of buying.

2.10 Relationship between Public Relation and Purchase Intention

Public relations (PR) is an activity of business communications employed to establish and maintain a positive reputation in front of target groups. As the central component of Integrated Marketing Communications (IMC), PR helps build credibility, instills confidence, and communicates a brand's values to the masses through media, press releases, sponsorships, events, and corporate social responsibility (CSR) activities. Its greatest strength lies in its power to influence perception and reputation, the two most powerful drivers of purchase intention (Grunig & Grunig, 2008). Positive PR generates two-way communication between the public and an organisation. Excellence Theory of PR advocates a symmetrical approach in which brands not only speak but also listen and converse with customers (Grunig & Grunig, 2008).

2.11 Relationship between Social Media Marketing and Purchase Intention

Social media marketing (SMM) is one of the most dynamic and powerful elements of Integrated Marketing Communications (IMC) in the age of the internet. SMM defines the use of social networking platforms such as Facebook, Instagram, TikTok, YouTube, and Twitter to interact with customers, disseminate brand messages, and stimulate buying behavior. In Generation Z consumers, who are perpetually online and spend considerable hours on social media websites each day, SMM is halfway through influencing brand attitudes, trust, and ultimately purchase intention (Appel et al., 2020).

3. Research Methods and Materials

3.1 Research Framework



This study's conceptual framework is based on and extends the literature on Integrated Marketing Communications (IMC) and the consumer's purchase intention. The work of Mangold and Faulds (2009) on social media implications regarding consumer purchase intention, Duffett (2017) on the influence of digital marketing on young consumers' brand attitude, and Djafarova and Bowes (2021) on influencer credibility in relation to Gen Z consumers and their online purchasing behavior have added to the IMC literature. This study is based on a research area that has been a point of mention in the academic literature on IMC. This current study will measure five IMC dimensions (digital advertising, influencer marketing, content marketing, public relations and social media marketing), and the relationship they have with the purchase response and purchase intention. The conceptual framework for this study is illustrated in Figure 1.

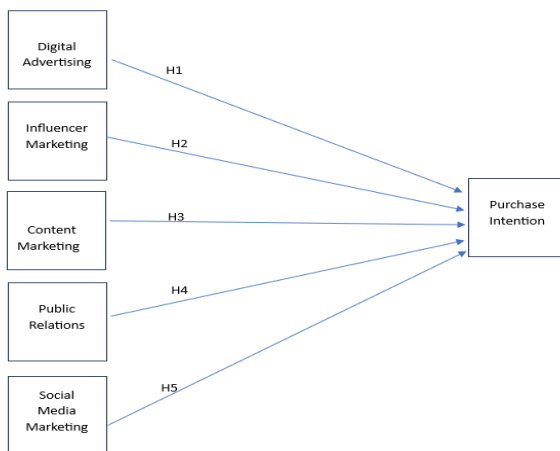


Figure 1: Conceptual Framework (Constructed by Author)

- H1: Digital advertising has a significant effect on purchase intention of Gen Z consumers in Yangon.
- H2: Influencer marketing has a significant effect on purchase intention of Gen Z consumers in Yangon.
- H3: Content marketing has a significant effect on purchase intention of Gen Z consumers in Yangon.
- H4: Public relations has a significant effect on purchase intention of Gen Z consumers in Yangon.



- H5: Social media marketing has a significant effect on purchase intention of Gen Z consumers in Yangon.

3.2 Research Methodology

Using a quantitative research approach, this study looked at Generation Z consumers' purchase intentions in Myanmar and what effects different Integrated Marketing Communication (IMC) preferences had on their decisions to purchase. A structured questionnaire was developed using measures validated in earlier research, to ensure the research instrument measured the right constructs. The survey instrument was divided into three sections. Section one asked screening questions to verify the respondents were members of Generation Z and were living in Yangon. Section two gathered demographic information such as gender, age, education level, and occupation. Section three used a five-point Likert scale (1 = strongly disagree, 5 = strongly agree) on measuring six variables: digital advertising, influencer marketing, content marketing, public relations, social media marketing, and purchase intention.

Prior to fully administering the questionnaire, 30 respondents pilot tested the questionnaire for clarity and improved any unclear items. Reliability was examined with Cronbach's Alpha, with coefficients over 0.7 suggested the acceptable threshold indicating internal consistency (George & Mallery, 2003). Data collection was done online via Facebook, Instagram, and university-related social media, utilizing Generation Z's digital engagement. This method had the researchers seek a more diverse and representable sample with the least cost and convenience in mind.

The final dataset consisted of 385, valid responses, which is a sufficient sample size for conducting Structural Equation Modeling (SEM). Saunders et al. (2016) noted that a clear definition of target population improves quality and comparability of the research. Descriptive statistics (means, standard deviations, frequencies, and percentages) were used to analyze the demographic



characteristics and provide a summary of responses. Inferential statistics tested the study's hypotheses. Pearl correlation analyzed the strength and direction of relationships between IMC variables and purchase intention, whereas multiple regression analysis tested for the variables of IMC that were significant to Generation Z consumers' purchase intention.

4. Results and Discussion

The study based on the data collected from the survey. The analysis was conducted using Jamovi and is presented in four main parts. First, reliability testing was performed using Cronbach's alpha to determine whether the questionnaire items were consistent and reliable. Second, descriptive analysis was applied, using frequencies and percentages to summarize the demographic information of the respondents. Third, the mean and standard deviation were calculated to show the average scores and the variability of responses for each variable. Finally, multiple linear regression was used to test the research hypotheses and examine the relationships between the variables.

4.1 Reliability Analysis

Reliability tests were carried out to assess the internal consistency of the constructs used in this research. Values for Cronbach's alpha must be greater than or equal 0.70, and considered acceptable to indicate that researchers can have confidence in the reliability of the measurement scale (Hair et al., 2019). The results indicated all of the constructs for this study were above the minimum.

Table 1 : Reliability Test Result

Variables Measurement of Items	Number of Items	Cronbach's Alpha	Strengths of association
Purchase Intention	5	0.824	Good
Digital Advertising	5	0.823	Good
Influencer Marketing	5	0.746	Acceptable
Content Marketing	5	0.702	Acceptable



Public Relation	4	0.835	Excellent
Social Media Marketing	5	0.760	Acceptable

Construct by Author

4.2 Descriptive Analysis

The sample (N = 385) had a nearly equal gender distribution: 47.5% male, 49.6% female, and 2.9% prefer not to say. In terms of age, most respondents were in the 21–24 years age group (54.8%) followed by 25–28 years (30.4%) and 18–20 years (14.8%). Based on educational attainment, 42.3% reported being undergrads, 39.7% were bachelor’s degrees, and 13.8% were master’s degrees. In terms of monthly income, most respondents' income was 400,001–700,000 Kyats (36.6%) followed by 200,001–400,000 Kyats (23.1%). In terms of professional status, the respondents were composed of private employees (25.2%), students (21.0%), and self-employed (19.0%) respondents while the rest is composed of smaller responses.

Table 2: Frequencies of Gender

Gender	Frequency	Percentage
Male	183	48%
Female	191	50%
Prefer not to say	11	3%
Total	385	100%

Table 3: Frequencies of Age

Age	Frequency	Percentage
21-24 years old	211	55%
25-28 years old	117	30%
18-20 years old	57	15%
Total	385	100%



Table 4: Frequencies of Education

Level of Education	Frequency	Percentage
Bachelor Degree	153	40%
Master Degree	53	14%
Under Bachelor Degree	16	42%
other	163	4%
Total	385	100%

Table 5: Frequencies of Income

Monthly Income	Frequency	Percentage
200,000-400,000 Kyats	89	23%
500,000-700,000 Kyats	141	37%
800,000 Kyats and Above	75	20%
Less than and equal to 150,000 Kyats	80	21%
Total	385	100%

Table 6: Frequencies of Professional Status

Professional Status	Frequency	Percentage
Private employee	97	25%
Self-employed	73	19%
State enterprise employee	12	3%
Searching for job	43	11%
Students	81	21%
Others	79	21%



Total	385	100%
-------	-----	------

4.3 Hypothesis Testing Result

The results reveal that respondents expressed generally positive views across most constructs and these findings indicate that while respondents demonstrated strong digital advertising and engagement with social media, actual purchase-related behaviors were more moderate.

Table 7: Regression Results

Predictors	Mean Range	Interpretation
Purchase Intention (PI)	3.61 – 4.24	Moderate to High
Digital Advertising (DA)	Above 4.0	High
Influencer Marketing (IM)	3.49 – 4.45	Mixed/Moderate
Content Marketing (CM)	4.14 – 4.46	High
Public Relation (PR)	3.36 – 3.81	Moderate
Social Media Marketing (SMM)	Up to 4.47	High

Construct by Author

Multiple regression analysis was conducted to examine the impact of Digital Advertising (DA), Content Marketing (CM), Influencer Marketing (IM), Public Relation (PR), and Social Media Marketing (SMM) on Purchase Intention (PI).

The model was statistically significant, with $R^2 = 0.513$, indicating that approximately 51.3% of the variance in Purchase Intention was explained by the predictors. This reflects a moderately strong explanatory power (Cohen, 2013).

Table 8: Model Fit Measures



Model	R	R²	Adjusted R²
1	0.716	0.513	0.507

Note. Models estimated using sample size of N=385

Table 9 : Hypothesis Testing Results

Predictor	β (Standardized)	t-value	p-value	Result
Digital Advertising (H1)	0.0728	1.97	0.050	Supported
Influencer Marketing (H2)	0.3249	6.67	< .001	Supported
Content Marketing (H3)	0.1662	3.17	0.002	Supported
Public Relation (H4)	0.1481	3.39	< .001	Supported



Social Media Marketing (H5)	0.2163	4.17	< .001	Supported
-----------------------------	--------	------	--------	-----------

Influencer Marketing (IM) provided the strongest positive effect ($\beta = 0.325, p < 0.001$), suggesting that being able to manage information effectively is critically linked to perceived influence.

- Social Media Marketing (SMM) also yielded strong and significant effects ($\beta = 0.216, p < 0.001$), reflecting the discussion around social media engagement strategies.
- Content Marketing (CM) was also relevant but contributed at a more moderate level ($\beta = 0.166, p = 0.002$). This aligns with the general idea that by delivering relevant quality content, you build influence.
- Public Relation (PR) has a link ($\beta = 0.148, p < 0.001$) which probably means human purchase behaviors have a positive connection to perceived influence.
- Digital Advertising (DA) only has a marginal relatedness ($\beta = 0.073, p = 0.050$). This implies that awareness does not have a strong influence, alone, without relations, strategies, and planning.

The results indicated high digital awareness and strong social media engagement, though purchase-related responses were moderate. Regression results revealed that Influencer Marketing and Social Media Marketing had the strongest effects, while Content Marketing and Public Relations were also significant predictors. Digital Advertising was weak but marginally significant. These findings highlight the importance of actionable digital engagement over mere awareness. The results support prior findings (Kaplan & Haenlein, 2010; Mangold & Faulds, 2009).

5. Conclusion and Recommendation

5.1 Discussion of the key findings

The results of this study also provide support for understanding how Integrated Marketing Communications (IMC) factors significantly impact Generation Z consumers' purchase intentions in Myanmar. First,



research indicates that digital advertising is significantly central to behavior transformation as broadly defined as closing the gap between the informed consumer and brand content in an engaging manner (Mansell & Faulds, 2009). When consumers are more knowledgeable and connected, they will more likely positively associate with brands or organizations, leading to positive engagement.

Second, while all the IMC factors were important in impacting purchase intention; influencer marketing was the most influential in shaping the attitudes of consumers. In fact, Gen Z consumers were very responsive to social media influencers, viewing them as relatable, credible and authentic in their follower's understanding of their product. To this end, Djafarova and Bowes (2021) present an argument that influencer credibility and relatability can be very effective in online purchasing decisions.

Third, content marketing is important to ensure that Gen Z audiences pay attention to brand messages, but also more broadly to content that is high quality, can grab their attention and even consume. As the aforementioned authors note (Kotler and Keller, 2016), content across platforms is important to maintain consistency and recalls as this can help convert in-purchase intentions.

Public relations and brand image appeared to also give a positive strategic impact to purchase intention; achieving trust of younger, and emerging market consumers will require transparency in communications, and pro-active relationship management. In like manner, social media marketing has a greater perceived impact because Generation Z engages with interactive, participatory, digital channels through product assessment or purchase.

Lastly, the final purchase response conceptualized through consumer attitudes, evaluations, and prior involvement- had a positive significant effect on purchase intention. This finding confirmed that consumer emotional and behavioral reactions play an important role in purchase decision-making leading toward actual consumption. In summary, our overall findings serve to demonstrate the importance of communicating through an IMC approach to generate effective engagement with Generation Z consumers in Myanmar.

5.2 Recommendation

The findings yield several practical implications for marketers and organizations in Myanmar who want to connect with Generation Z consumers through an integrated marketing communication (IMC) strategy. First, organizations should broaden their digital awareness campaigns supplemented with clear easy-to-



follow information as a way for Generation Z consumers to better assess their purchase decision-effortlessly across varying online platforms.

Second, when collaborating with influencers, organizations should align their influencer strategies to ensure brand propositions integrate brand values and the influencer's credentials. Micro-influencers and brand ambassadors can be effective influencers, almost as a customer from generation Z, as they typically have greater engagement with niche communities.

Third, organizations should ensure they create quality content because Generation Z favors more appealing and engaging layouts. Organizations should create greater content variety to sustain Generation Z attention span and obtain preferred media formats like short video clips, live streams, storytelling campaigns, etc.

Fourth, public relations should simultaneously regard transparency, responsiveness, and authenticity in its communicative stance. Open communication to create strong relationships to build brand trust and credibility with consumers.

Fifth, organizations can conduct note leveraging social media marketing to improve purchase competence in the long run, especially as Generation Z consumers engage with these platforms for long periods of time every day; whether through Facebook, Instagram, or TikTok. There are examples of connecting content and brand through polls, social media challenges, user-generated content, etc.

Finally, organizations will need to continually track and evaluate consumer purchase responses regarding integrated marketing communications. Organizations are typically able to utilize consumer feedback, shopping engagement, purchase satisfaction, etc. to adjust marketers IMC strategies.

5.3 Limitation and Further Study

This current research, although informative, has certain limitations that should be addressed. First, the data were collected from Generation Z consumers in Yangon, which could limit the generalization of the data to other consumers in Myanmar. Future research could take a more regional or cultural view and expand the findings to a greater proportion of the Myanmar population.

Second, the data were self-reported through a survey which has its biases related to self-reported data. Future research could employ a combination of methods and collect mixed-methods data using surveys and in-depth interviews or observational studies to improve the validity.



Third, only five dimensions of integrated marketing communication were included in this current study, but even more could be added such as price, peer influence, cultural values, etc. Future research could expand the International Consumer Price Knowledge Model to add additional factors.

Finally, in this current study we captured consumer behavior at one point in time. Given the rapid digital evolution, a longitudinal study on tracking Generation Z consumer responses to IMC marketing applications from the traditional to the ubiquitous online might be useful.

In summary, by acknowledging the limitations of this research, future research might facilitate a deeper and richer perspective on the interplay between integrated marketing communication strategies and Generation Z consumer behavior; providing both academic engagement and practical wisdom.

References

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
2. Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2016). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, 37(3), 99–110. <https://doi.org/10.1016/j.ijinfomgt.2017.01.002>
3. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
4. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
5. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
6. Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
7. Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.



8. Boateng, H., & Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response: The moderating role of corporate reputation. *Journal of Research in Interactive Marketing*, 9(4), 299–312. <https://doi.org/10.1108/JRIM-01-2015-0012>
9. Casaló, L. V., Flavián, C., & Guinaliú, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management*, 31(6), 898–911. <https://doi.org/10.1016/j.tourman.2010.04.007>
10. Chou, S. Y., Chen, C. W., & Lin, J. Y. (2018). The influence of mobile service quality and switching costs on customer loyalty: The mediating role of trust. *International Journal of Mobile Communications*, 16(1), 1–26. <https://doi.org/10.1504/IJMC.2018.088807>
11. Cohen, J. (2013). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
12. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage.
13. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
14. Digital 2023. Myanmar internet user statistics and digital consumers. We Are Social & Hootsuite.
15. Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in fashion. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
16. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>



17. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39.
18. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
19. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39.
20. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
21. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
22. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
23. Fox, J., & Weisberg, S. (2023). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.
24. George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference* (4th ed.). Allyn & Bacon.
25. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
26. Grunig, J. E., & Grunig, L. A. (2008). Excellence theory in public relations: Past, present, and future. In E. L. Toth (Ed.), *The future of excellence in public relations and communication management* (pp. 327–347). Routledge.
27. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson.



28. Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value. *Journal of Interactive Marketing*, 45, 27–41.
29. Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41.
<https://doi.org/10.1016/j.intmar.2018.07.003>
30. Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value. *Journal of Interactive Marketing*, 45, 27–41.
31. Hsu, C. L., & Lu, H. P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & Management*, 41(7), 853–868.
<https://doi.org/10.1016/j.im.2003.08.014>
32. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
33. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
34. Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509–523.
35. Kim, S., & Ferguson, M. A. (2019). Dimensions of effective corporate social responsibility programs in enhancing corporate reputation. *Public Relations Review*, 45(1), 103–113.
<https://doi.org/10.1016/j.pubrev.2018.12.001>
36. Kim, S., & Ferguson, M. A. (2019). Dimensions of effective CSR programs in public relations. *Public Relations Review*, 45(1), 103–113.
37. Kitchen, P. J., & Burgmann, I. (2015). Integrated marketing communication: Making it work at a strategic level. *Journal of Business Strategy*, 36(4), 34–39.
<https://doi.org/10.1108/JBS-12-2014-0145>
38. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
39. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607-610.
40. Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 25(6), 59–62.



41. Lee, M. K. O. (2006). The role of subjective norm and perceived usefulness in the acceptance of Internet banking. *International Journal of Electronic Commerce*, 10(3), 59–87. <https://doi.org/10.2753/JEC1086-4415100303>
42. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust. *Journal of Interactive Advertising*, 19(1), 58–73.
43. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
44. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
45. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
46. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
47. Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). McGraw-Hill.
48. Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
49. Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5>
50. R Core Team (2024). R: A Language and environment for statistical computing. (Version 4.4) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from CRAN snapshot 2024-08-07).
51. Revelle, W. (2023). psych: Procedures for Psychological, Psychometric, and Personality Research. [R package]. Retrieved from <https://cran.r-project.org/package=psych>.
52. Samsudeen, S. N., & Mohamed, R. (2019). University students' intention to use e-learning systems: A study of higher educational institutions in Sri Lanka. *Interactive Technology and Smart Education*, 16(3), 219–238. <https://doi.org/10.1108/ITSE-11-2018-0092>



53. Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>
54. Seemiller, C., & Grace, M. (2016). *Generation Z goes to college*. Jossey-Bass.
55. Sekaran, U., & Bougie, R. (2019). *Research methods for business (7th ed.)*. Wiley.
56. Tabachnick, B. G., & Fidell, L. S. (2019). *Using multivariate statistics (7th ed.)*. Pearson.
57. The jamovi project (2024). jamovi. (Version 2.6) [Computer Software]. Retrieved from <https://www.jamovi.org>.
58. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. <https://doi.org/10.2307/30036540>
59. Williams, K. C., Page, R. A., Petrosky, A. R., & Hernandez, E. H. (2012). Multi-generational marketing: Descriptions, characteristics, lifestyles, and attitudes. *Journal of Applied Business and Economics*, 11(2), 21-36.
60. Yau, H. K., & Ho, K. K. W. (2015). The influence of subjective norm on intention to use e-learning: An empirical study in Hong Kong higher education. *International Journal of Educational Technology in Higher Education*, 12(1), 1–13. <https://doi.org/10.1186/s41239-015-0012-9>
61. Zhou, T., Lu, Y., & Wang, B. (2010). Integrating TTF and UTAUT to explain mobile banking user adoption. *Computers in Human Behavior*, 26(4), 760–767. <https://doi.org/10.1016/j.chb.2010.01.013>