Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 5 | May 2026 -Peer-Reviewed Journal

IMPACT OF SOCIAL MEDIA MARKETING MIX ELEMENTS ON BUYING BEHAVIOR OF GENERATION Z CONSUMERS IN MYSORE CITY

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Article DOI: https://doi.org/10.36713/epra27580
DOI No: 10.36713/epra27580

ABSTRACT

This study examines the influence of the social media marketing mix on the buying behavior of Generation Z consumers in Mysore City. With the rapid advancement of digital technologies and widespread social media usage, traditional marketing approaches have evolved into more interactive, personalized, and engagement-driven strategies. Generation Z, being highly digital-native, relies extensively on social media platforms for product discovery, evaluation, and purchasing decisions, making them a critical segment for marketers. The research adopts a descriptive design and is based on primary data collected from 410 respondents using structured questionnaires and interviews. The study analyzes the impact of four key components of the marketing mix – product, price, place (distribution), and promotion – on consumer buying behavior using multiple regression analysis. The findings reveal that all four components significantly influence Generation Z purchasing behavior, with pricing strategies showing the strongest impact. Factors such as social media discount coupons, transparent pricing, and promotional offers strongly drive purchase decisions. In terms of product strategy, visual appeal, product variety, personalization, and user-generated content play a crucial role in influencing consumer preferences. Distribution strategies emphasize the importance of brand authenticity, brand attitude, and experiential engagement, while convenience factors alone are less impactful. Promotion strategies highlight the effectiveness of influencer marketing, sponsored advertisements, and engaging, shareable content. Interestingly, certain variables such as overly promotional content, excessive product showcasing, and some discount strategies exhibit negative relationships, indicating potential consumer skepticism and overexposure. The study concludes that while social media marketing is highly effective, its success depends on maintaining authenticity, transparency, and balanced communication. The research provides valuable insights for businesses to design more effective and consumer-centric social media marketing strategies targeting Generation Z.

KEY WORDS: *Social Media, Marketing Mix, Buying Behavior, Generation Z, Consumers. Mysore*

1. INTRODUCTION

The marketing landscape has seen a substantial transformation due to the rapid progress of digital technology and extensive internet access. Traditional tactics have been replaced by highly interactive and technology-driven practices (Yadav, M. S. & Rahman, Z., 2017). Among these innovations, social media has become a potent medium that transforms how companies interact with customers and how decisions about what to buy are made (Tuten, T. L., 2008). Due to their ability to contact and interact with customers in real time, digital platforms like Facebook, YouTube, Instagram, and others have become essential to marketing strategies (Nadda, V. et al., 2015). One of the most significant consumer groups in the market today is Generation Z, which is made up of people who were born in the digital age. This generation uses social media extensively and depends on digital platforms for product assessment, discovery, and purchasing decisions in addition to amusement (Kotler, P. & Keller, K. L., 2009). Online reviews, social pressure, visual material, and interactive contact all affect their selections. Generation Z is very receptive to social media marketing initiatives because, in contrast to other generations, they value authenticity, openness, customisation, and rapid access to information (Anderson, R. E., 2012). In this regard, the conventional components of the marketing mix—product, price, place, and promotion—have changed in the digital sphere. Digital pricing methods impact affordability and decision-making, social media content and product presentation impact perceptions and engagement, online platforms decide accessibility and convenience, and communication techniques foster

interaction and relationship development (Ismail, A., 2017). Together, these components make up the social media marketing mix, which is essential for influencing customer behavior (Schau, H. J. et al., 2009). Mysore City, being a technologically advanced and digitally connected city with a large population of young consumers, provides an ideal setting to study these dynamics (McAlexander, J. H. et al., 2002). Businesses looking to create successful and competitive marketing strategies must comprehend how social media marketing mix components affect Generation Z customers' purchasing behavior in this environment (Mangold, W. G. & Faulds, D. J., 2009).

2. LITERATURE REVIEW

The rapid evolution of digital technology has transformed traditional marketing practices into more interactive and consumer-centric approaches (Leggat, B., 2010). Social media marketing has emerged as a dominant tool influencing consumer behavior, particularly among Generation Z. This generation actively uses social media platforms to look for information, evaluate products, and make purchases since they were raised in a digital age (Chaudhuri, A. & Holbrook, M. B., 2001). In the context of social media, the marketing mix—which traditionally consists of product, price, place, and promotion—has been reinterpreted to take into account digital dynamics like content quality, online pricing strategies, platform accessibility, and interactive promotional techniques (Yoo, B. & Donthu, N., 2001). According to So, K. K. F. et al. (2013), the digital representation and transmission of value are included in the "product" portion of social media marketing, which goes beyond the tangible product. Visual appeal plays a critical role in capturing consumer attention. High-quality images and aesthetically pleasing designs significantly enhance engagement and brand recall among Generation Z consumers (Hutchinson, J., 2016). Research shows that visually rich material boosts purchase intention and enhances emotional connection. In a similar vein, video material has become more popular because of its capacity to convey information rapidly and efficiently, especially in short-form formats like reels and tales (Audi, R. et al., 2015). According to research, video-based marketing is more engaging than static material, which makes it a significant element in influencing purchasing decisions (Schivinski, B. & Dabrowski, D., 2016). Clear product information, such as features and specifications, also lowers perceived risk and fosters customer trust (Francalanci, C. & Metra, S., 2015). In a fiercely competitive digital market, brand differentiation requires creativity and narrative. Brands may influence consumers' views and preferences by using compelling storylines to establish a personal connection with them (Xu, W. & Pratt, S., 2018). By offering pertinent and customized material, personalized product suggestions made possible by algorithms and data analytics further improve the customer experience (Belanche, D. et al., 2021). The availability of product variants in terms of size, color, and design satisfies the varied tastes of Generation Z customers, who place a high value on uniqueness and personalization (Berry, L. L., 2000). Brand awareness and loyalty are influenced by brand identity and originality in social media posts. Furthermore, customer evaluations, images, and testimonials are examples of user-generated content (UGC), which is a potent type of social proof (Campbell, C. & Farrell, J. R., 2020). Peer-generated material is generally more trusted by consumers than traditional ads. Consumer trust is significantly influenced by the authenticity and openness of product statements (Chetioui, Y. et al., 2020). Customers of Generation Z are extremely perceptive to false information and like companies that exhibit integrity and moral behavior. Making educated decisions is further aided by the availability of product ratings and reviews (Gross, J. & Wangenheim, F. V., 2018). Due to customers' preference for businesses that share their beliefs, sustainability and ethical positioning have become more important. Lastly, as Gen Z customers are greatly impacted by viral and trending items on social media, innovation and trend alignment are crucial (Haenlein, M. et al., 2020). Social media marketing pricing tactics are dynamic and highly participatory. Because they convey a sense of value and affordability, discounts and seasonal offers are among of the best strategies for drawing customers (Hashem, D. T. N., 2021). By offering consumers special advantages, promo coupons disseminated via social media channels further strengthen this impression. A sense of urgency is created by flash sales and temporary promotions, which motivate consumers to make purchases right away (Hausman, A., 2000). According to research, Generation Z customers' impulsive purchasing behavior is greatly influenced by time-bound offers (Jiménez, F. R. & Voss, K. E., 2014). Additionally, customers are empowered to make educated decisions due to the ease of price comparison across platforms, which increases brand competitiveness (Kaur, P., 2014). One important factor influencing purchasing intention is perceived value for money. Customers assess if a product's advantages outweigh its price (Ki, C.-W. et al., 2020). By offering chances for cost savings, dynamic pricing strategies—which modify prices in real time in response to market conditions and demand—also have an impact on customer behavior. Cashback, rewards, and free delivery are examples of extra incentives that improve the entire value proposition and promote recurring transactions (Kim, D. Y. & Kim, H.-Y., 2021). Price-conscious customers are especially drawn to promotional tactics like buy-one-get-one (BOGO) offers (Koay, K. Y. et al., 2021). Student discounts, which are designed especially for younger customers, also have a big impact on what people decide to buy. Building trust requires pricing transparency (Leung,

F. F. et al., 2022). Hidden expenses can cause discontent and harm a brand's reputation. Influencer-only discount codes use influencers' reputation to boost sales by combining price and promotional techniques (Levy, S. & Hino, H., 2016). In general, customer attitudes and actions in the social media context are greatly influenced by digital pricing methods (Li, F. et al., 2021). The digital platforms used for product promotion and sales are referred to as the "place" aspect in social media marketing. Social media sites including Facebook, Instagram, YouTube, TikTok, and Snapchat are important avenues for engagement and product discovery (Lou, C. & Yuan, S., 2019). The purchasing procedure has been made easier by Instagram shopping features including integrated product tags and in-app purchasing choices. YouTube helps customers assess items before making a purchase by offering thorough product evaluations and demos (Masuda, H. et al., 2022). Instagram has become into a potent tool for finding popular items because to its algorithm-driven content. Social media ads are frequently connected with e-commerce sites like Amazon, Flipkart, and Myntra, allowing for a smooth transition from content to buy (Muruganantham, G. & Bhakat, R. S., 2013). With features like product catalogs and fast answers, messaging apps like WhatsApp enable direct connection between companies and customers. The shopping procedure is made more convenient and less complicated by mobile-friendly websites and in-app features like one-click checkout (Nadanyiova, M. & Sujanska, L., 2023). Accessibility and consumer happiness are further enhanced by omnichannel integration, which blends online and physical buying experiences (Nascimento, T. C. D. et al., 2020). Together, these platforms offer an extensive digital ecosystem that facilitates consumer purchase and decision-making (Nugraha, A. & Setyanto, R. P., 2018). In social media marketing, promotion prioritizes relationship-building, connection, and engagement (Vrontis, D. et al., 2021). Because influencers may impact customer perceptions and preferences, influencer marketing has become one of the most successful advertising tactics (Sánchez-Fernández, R. & Jiménez-Castillo, D., 2021). In order to reach various audience segments, both micro and macro influencers are important. Celebrity endorsements increase brand awareness and legitimacy, which continues to affect customer attitudes. Brands may reach certain audiences based on demographics and interests through paid social media advertisements, such as sponsored posts and targeted ads (Santiago, J. K. & Moreira Castelo, I., 2020). Regular postings, reels, and tales are examples of organic material that keeps people engaged over time. Viral marketing strategies use social engagement and sharing to enhance brand exposure. Campaigns and challenges using hashtags promote user involvement and content production, increasing reach. By including customers in the marketing process, user-generated content initiatives enhance authenticity and trust (Shah, S. A. et al., 2023). By offering commissions, affiliate marketing programs encourage people to sell items, building a network of brand evangelists. Consumer confidence is increased by real-time engagement and comprehensive information provided by live streaming and product demonstrations (Shahid, S. et al., 2022). Polls, tests, and competitions are examples of interactive content that boosts engagement and keeps users actively participating. Referral programs extend the client base by encouraging current customers to promote items to others (Shamim, K. & Islam, T., 2022). Businesses may take advantage of each other's audiences and improve their brand image through brand partnerships and collaborations. In general, social media marketing promotional methods are quite dynamic and have a significant impact on customer behavior. Generation Z and Purchase Behavior Consumers in Generation Z have unique traits that set them apart from earlier generations. They embrace authenticity and openness, are heavily reliant on technology, and are socially linked. For this demographic, social media is their main source of communication, entertainment, and knowledge (Silva, R. et al., 2019). Peer recommendations, internet reviews, and influencer endorsements are just a few of the variables that affect their purchasing decisions. They favor companies that share their beliefs, especially when it comes to ethical and sustainable business operations (Stern, H., 1962). They anticipate smooth and effective shopping experiences, therefore speed and convenience are also crucial. These traits are further enhanced in a technologically advanced metropolis like Mysore City because of the city's high internet penetration and exposure to international trends (Stubb, C. et al., 2019). Mysore City is a perfect place to research how social media marketing affects Generation Z customers because of its sizable population of young professionals and students (Torres, P. et al., 2019).

3. OBJECTIVES OF THE STUDY

1. To find out the influence of product mix strategy on buying behavior of generation Z consumers in Mysore city.
2. To explore the impact of pricing strategies on buying behavior of generation Z consumers in Mysore city.
3. To identify the relationship between distribution strategy and buying behavior of generation Z consumers in Mysore city.
4. To identify association between the promotion strategies and buying behavior of generation Z consumers in Mysore city.

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4. HYPOTHESIS

H0: There is no significant influence of product mix strategy on buying behavior of generation Z consumers in Mysore city.

H1: There is a significant influence of product mix strategy on buying behavior of generation Z consumers in Mysore city.

H0: There is no significant impact of pricing strategies on buying behavior of generation Z consumers in Mysore city.

H2: There is a significant impact of pricing strategies on buying behavior of generation Z consumers in Mysore city.

H0: There is no significant relationship between distribution strategy and buying behavior of generation Z consumers in Mysore city.

H3: There is a significant relationship between distribution strategy and buying behavior of generation Z consumers in Mysore city.

H0: There is no significant association between the promotion strategies and buying behavior of generation Z consumers in Mysore city.

H4: There is a significant association between the promotion strategies and buying behavior of generation Z consumers in Mysore city.

5. RESEARCH GAP

Even though social media marketing and its impact on consumer behavior have been well studied in the past, there is still a big gap in the integration of the product, pricing, place, and promotion components of the marketing mix inside a cohesive social media environment. The majority of earlier studies concentrate on discrete variables like influencer marketing, internet reviews, or price tactics without offering a thorough examination of how these components work together to affect Generation Z buyers. Furthermore, little empirical study has been done in the context of quickly expanding metropolitan areas like Mysore City, where social media usage and digital adoption are quite strong. Additionally, prior research frequently ignores the detrimental or opposite consequences of some tactics, such excessive advertising material or over-personalization. Additionally, platform-specific dynamics and how they interact with pricing and communication tactics are not given enough attention. Therefore, by providing a comprehensive and empirical examination of the components of the social media marketing mix and their combined impact on Generation Z purchasing behavior, this study fills in these gaps.

6. NEED FOR THE STUDY

Understanding how marketing mix elements affect Generation Z, a highly digital and socially connected population, is necessary due to social media's increasing effect on consumer decisions. Businesses are depending more and more on social media platforms to engage customers and boost sales in places like Mysore City, where smartphone usage and internet penetration are common. It is still unknown, though, how successful the various components of the marketing mix are in this digital setting. To create successful campaigns, marketers must comprehend how platform accessibility, pricing strategies, promotional tactics, and product display affect consumer behavior. Additionally, Generation Z customers have distinct traits including a predilection for value-driven consumption, authenticity, and interaction, which call for customized marketing strategies. In order to assist organizations enhance their social media strategy and maintain their competitiveness in a continuously changing digital environment, this study is required to give empirical insights into these dynamics.

7. LIMITATIONS OF THE STUDY

1. The study is restricted to Mysore city, which limits the generalizability of the findings to other cities, rural areas, or different cultural contexts.
2. The use of convenience sampling may introduce sampling bias, as respondents are selected based on accessibility rather than randomness, affecting representativeness.
3. The study focuses only on Generation Z (14–28 years), thereby excluding other consumer segments whose behavior may differ significantly.
4. The data is collected at a single point in time, which does not capture changes in consumer behavior over time or evolving digital trends.
5. The study relies on questionnaire responses, which may be affected by respondent bias, such as social desirability or inaccurate self-assessment.

6. Although the study includes key elements of the marketing mix, other influential factors such as psychological, cultural, or economic variables are not deeply explored.
7. Some regression results show unexpected negative relationships, which may indicate multicollinearity among independent variables, affecting the accuracy of coefficient estimates.
8. The study treats social media platforms collectively, without analyzing how individual platforms (e.g., Instagram vs. YouTube) differently influence buying behavior.
9. Complex constructs like "authenticity," "engagement," and "perceived value" are measured through simplified survey items, which may not fully capture their depth.
10. Social media trends, algorithms, and consumer preferences evolve quickly, so the findings may become outdated over time and require continuous validation.

8. RESEARCH METHODOLOGY

In order to investigate how social media marketing mix components, affect Generation Z consumers' purchasing decisions in Mysore City, this study uses a descriptive research approach. Structured questionnaires and in-person conversations were used to gather primary data from 410 respondents. To support the analysis, secondary data was collected from internet sources, journals, and papers. To guarantee representativeness, the Yamane formula was used to calculate the sample size. The link between the independent factors (product, price, distribution, and promotion) and the dependent variable (buying behaviour) was examined using statistical methods, namely linear regression analysis. This method guarantees the correctness and dependability of the results.

9. DATA COLLECTION

The study's foundation is primary data gathered from Mysore City's Generation Z customers. To gather information on social media marketing mix components and purchasing patterns, a systematic questionnaire was created. The target respondents were active internet shoppers between the ages of 14 and 28. To provide greater diversity and reach, data was gathered using both offline and online survey approaches. In order to obtain a better understanding of customer perspectives and experiences, the interview approach was also employed. The method used to pick respondents was convenience sampling. This hybrid strategy made it easier to collect accurate, pertinent, and thorough data for analysis.

Secondary Data

The secondary data was gathered from the following sources: selected peer-reviewed articles from bibliographic databases (Emerald, Sage journals online, Science Direct, Scopus, Taylor & Francis online, Web of Science, and Wiley (online library)). Based on their greatest influence on the field of study and their knowledge validity, peer-reviewed journals were taken into consideration. Internet-Based Resources, Reports, journals, theses, periodicals, research pieces, newspapers, etc. that have been published.

10. SAMPLING TECHNIQUE

The study's foundation is primary data gathered from Mysore City's Generation Z customers. To gather information on social media marketing mix components and purchasing patterns, a systematic questionnaire was created. The target respondents were active online shoppers between the ages of 14 and 28. To provide greater diversity and reach, data was gathered using both offline and online survey approaches. In order to obtain a better understanding of customer perspectives and experiences, the interview approach was also employed. The method used to pick respondents was convenience sampling. This hybrid strategy made it easier to collect accurate, pertinent, and thorough data for analysis.

11. DATA ANALYSIS

In order to investigate the effects of social media marketing mix components—social media content/product strategy, digital pricing strategies, online platforms, and communication & engagement—on the purchasing habits of Generation Z customers in Mysore City, the study used multiple regression analysis with SPSS. The findings showed that, with great model fit and high explanatory power, all four factors have a substantial impact on purchasing behavior. The relevance and contribution of each independent variable were verified using statistical outputs including R, R2 ANOVA, and coefficients.

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EPRA International Journal of Economics, Business and Management Studies (EBMS)
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Product Mix Strategy and Buying Behavior of Generation Z Consumers

H0: There is no significant influence of product mix strategy on buying behavior of generation Z consumers in Mysore city.

H1: There is a significant influence of product mix strategy on buying behavior of generation Z consumers in Mysore city.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.713	.705	.65519

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	423.930	12	35.327	82.296	.000[a]
	Residual	170.422	397	.429		
	Total	594.351	409			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.012	.162		6.226	.000
	Attractiveness of product visuals (high-resolution imagery, visual aesthetics)	.541	.118	.536	4.571	.000
	Standard of short-form video content	-.428	.119	-.373	-3.584	.000
	Transparency and clarity of product details (attributes, specifications)	.196	.083	.194	2.356	.019
	Innovative content creation and narrative-driven communication	-.566	.102	-.480	-5.544	.000
	Customized or tailored product suggestions	.271	.060	.268	4.494	.000
	Range of product options (dimensions, colors, designs)	.486	.084	.481	5.790	.000
	Distinct brand image and originality in content	.280	.056	.278	4.971	.000
	Consumer -created content demonstrating product usage	.353	.048	.395	7.322	.000
	Credibility and honesty in product representations	-.265	.052	-.272	-5.089	.000
	Accessibility of customer feedback and ratings	-.200	.056	-.188	-3.592	.000
	Eco-friendly and ethically positioned products	.024	.071	.024	.333	.739
	Alignment with innovation and current market trends	.016	.066	.018	.247	.805

a. Dependent Variable: Behavior of generation Z consumers

The regression analysis examining the influence of product mix strategy on the buying behavior of Generation Z consumers in Mysore city reveals a strong and statistically significant model. The correlation coefficient ($R = 0.845$) indicates a high degree of association between the independent variables and buying behavior, while the coefficient of determination ($R^2 = 0.713$) shows that approximately 71.3% of the variation in consumer behavior is explained by the selected product mix factors. The adjusted R^2 value of 0.705 further confirms the robustness of the model. The ANOVA results ($F = 82.296$, $p < 0.001$) demonstrate that the overall regression model is highly significant, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H1), confirming that product

mix strategy significantly influences Generation Z buying behavior. An examination of the coefficients indicates that several variables have a significant positive impact on consumer behavior. Attractiveness of product visuals ($\beta = 0.536$, $p < 0.001$) emerges as the most influential factor, highlighting the importance of visually appealing, high-quality imagery for Gen Z consumers. Similarly, the range of product options ($\beta = 0.481$, $p < 0.001$) and consumer-generated content ($\beta = 0.395$, $p < 0.001$) play a crucial role, suggesting that variety and peer-driven content strongly affect purchase decisions. Other significant positive contributors include customized product suggestions ($\beta = 0.268$, $p < 0.001$), distinct brand identity ($\beta = 0.278$, $p < 0.001$), and clarity of product information ($\beta = 0.194$, $p = 0.019$), indicating that personalization, uniqueness, and transparency enhance consumer engagement and purchasing behavior. However, some variables exhibit significant negative relationships with buying behavior, including innovative content and storytelling ($\beta = -0.480$, $p < 0.001$), short-form video quality ($\beta = -0.373$, $p < 0.001$), credibility and honesty in product representation ($\beta = -0.272$, $p < 0.001$), and accessibility of customer reviews ($\beta = -0.188$, $p < 0.001$). These findings are counterintuitive and may suggest issues such as overexposure to marketing content, skepticism toward highly polished or promotional material, or multicollinearity among predictors. It may also reflect that Gen Z consumers perceive overly curated content and excessive reviews as less authentic, thereby negatively influencing their purchase intentions. On the other hand, eco-friendly and ethical product positioning ($p = 0.739$) and alignment with current trends ($p = 0.805$) are found to be statistically insignificant, indicating that these factors do not have a meaningful impact on buying behavior within this sample.

Pricing Strategies on Buying Behavior of Generation Z

H0: There is no significant impact of pricing strategies on buying behavior of generation Z consumers in Mysore city.

H2: There is a significant impact of pricing strategies on buying behavior of generation Z consumers in Mysore city.

The regression analysis assessing the impact of pricing strategies on the buying behavior of Generation Z consumers in Mysore city demonstrates a very strong and statistically significant model. The correlation coefficient ($R = 0.964$) indicates an exceptionally high relationship between pricing variables and consumer behavior, while the coefficient of determination ($R^2 = 0.929$) reveals that 92.9% of the variation in buying behavior is explained by the selected pricing strategies. The adjusted R^2 value of 0.927 confirms the robustness and reliability of the model. The ANOVA results ($F = 431.630$, $p < 0.001$) further establish that the model is highly significant, leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H2), thereby confirming that pricing strategies have a significant impact on Generation Z buying behavior in Mysore city. An examination of the regression coefficients shows that several pricing factors exert a strong positive influence on buying behavior. Social media discount coupons ($\beta = 0.646$, $p < 0.001$) emerge as the most influential predictor, indicating that digitally distributed offers strongly motivate Gen Z purchases.

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Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964[a]	.929	.927	.35274

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	644.478	12	53.707	431.630	.000[a]
	Residual	49.398	397	.124		
	Total	693.876	409			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.055	.085		.644	.520
	Price reductions and festive promotions	.324	.045	.332	7.242	.000
	Social media discount coupons	.644	.045	.646	14.248	.000
	Time-bound sales and short-duration offers	-.054	.022	-.053	-2.478	.014
	Convenient cross-platform price comparison	.100	.026	.087	3.885	.000
	Customer-perceived worth or cost-effectiveness	.099	.058	.080	1.701	.090
	Real-time price adjustments or flexible pricing	.162	.030	.165	5.455	.000
	Refund incentives and loyalty benefits	.122	.041	.110	2.959	.003
	No-cost delivery promotions	-.250	.040	-.228	-6.279	.000
	Two-for-one offers or bundled purchase deals	.043	.047	.038	.921	.357
	Academic concessions or youth discounts	-.156	.040	-.145	-3.906	.000
	Clear pricing with no additional charges	.087	.038	.077	2.286	.023
	Creator-specific promo codes or influencer-only offers	-.110	.033	-.105	-3.287	.001

a. Dependent Variable: Behavior of generation Z consumers

Price reductions and festive promotions ($\beta = 0.332$, $p < 0.001$) also significantly drive buying decisions, reflecting sensitivity to visible discounts. Additionally, real-time price adjustments or flexible pricing ($\beta = 0.165$, $p < 0.001$), refund incentives and loyalty benefits ($\beta = 0.110$, $p = 0.003$), convenient cross-platform price comparison ($\beta = 0.087$, $p < 0.001$), and clear pricing with no additional charges ($\beta = 0.077$, $p = 0.023$) positively influence consumer behavior, suggesting that transparency, flexibility, and added monetary benefits enhance purchase intention. Customer-perceived value for money, however, is not statistically significant ($p = 0.090$), implying that perceived worth alone may not be a decisive factor in this context. Conversely, certain variables exhibit a significant negative relationship with buying behavior. Time-bound sales and short-duration offers ($\beta = -0.053$, $p = 0.014$), no-cost delivery promotions ($\beta = -0.228$, $p < 0.001$), academic concessions or youth discounts ($\beta = -0.145$, $p < 0.001$), and creator-specific promo codes ($\beta = -0.105$, $p = 0.001$) negatively affect buying behavior. These findings may appear counterintuitive and could indicate that Generation Z consumers perceive such offers as overused, less trustworthy, or manipulative. For instance, excessive flash sales or influencer-driven discounts may reduce perceived authenticity, while free shipping might be assumed as a standard feature rather than a motivating incentive. Furthermore, two-for-one or bundled deals are found to be statistically insignificant ($p = 0.357$), suggesting that such offers do not strongly influence purchase decisions among this group.

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Distribution strategy and buying behavior of generation Z consumers

H0: There is no significant relationship between distribution strategy and buying behavior of generation Z consumers in Mysore city.

H3: There is a significant relationship between distribution strategy and buying behavior of generation Z consumers in Mysore city.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959[a]	.920	.917	.30306

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	416.817	12	34.735	378.199	.000[a]
	Residual	36.461	397	.092		
	Total	453.278	409			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	**.229**	**.068**		**3.397**	**.001**
	Product showcases	-.145	.038	-.183	-3.776	.000
	Brand authenticity	.289	.049	.324	5.929	.000
	Nature of the products or services	.047	.039	.053	1.216	.225
	Brand attitude	.252	.041	.274	6.200	.000
	Brand control	.107	.039	.123	2.729	.007
	Relevance	.081	.049	.089	1.651	.100
	Brand familiarity	.092	.035	.110	2.669	.008
	Feeling of owning a product without purchasing	.122	.050	.147	2.417	.016
	Perceived value of goods	.083	.041	.094	2.015	.045
	Services	.083	.038	.103	2.195	.029
	Simplicity of buying	-.075	.050	-.084	-1.495	.136
	Brand trust	.007	.017	.008	.448	.654

a. Dependent Variable: Behavior of generation Z consumers

The regression analysis examining the relationship between distribution strategy and the buying behavior of Generation Z consumers in Mysore city reveals a highly significant model. The model summary shows a strong correlation ($R = 0.959$) and a very high explanatory power ($R^2 = 0.920$), indicating that 92% of the variation in consumer buying behavior is explained by the selected distribution strategy variables. The ANOVA results further confirm the model's overall significance ($F = 378.199$, $p < 0.001$), leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H3), which states that there is a significant relationship between distribution strategy and buying behavior. In terms of individual predictors, several variables have a statistically significant positive influence on buying behavior. Brand authenticity ($\beta = 0.324$, $p < 0.001$) and brand attitude ($\beta = 0.274$, $p < 0.001$) emerge as the strongest determinants, indicating that Gen Z consumers are highly influenced by

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 5 | May 2026 -Peer-Reviewed Journal

genuine branding and their perception of the brand. Other significant positive factors include brand control, brand familiarity, feeling of owning a product without purchasing (such as trial or virtual experiences), perceived value of goods, and services, all of which contribute meaningfully to consumer behavior. Interestingly, product showcases ($\beta = -0.183$, $p < 0.001$) have a significant but negative impact, suggesting that excessive or ineffective showcasing strategies may reduce consumer interest or trust. On the other hand, variables such as nature of the products or services, relevance, simplicity of buying, and brand trust are found to be statistically insignificant, indicating that these factors do not have a meaningful direct effect on buying behavior in this context.

Promotion Strategies and Buying Behavior of Generation Z Consumers

H0: There is no significant association between the promotion strategies and buying behavior of generation Z consumers in Mysore city.

H4: There is a significant association between the promotion strategies and buying behavior of generation Z consumers in Mysore city.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.957[a]	.916	.914	.40234

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	704.146	12	58.679	362.481	.000[a]
	Residual	64.267	397	.162		
	Total	768.412	409			

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.208	.104		2.006	.045
	Creator-led marketing (micro and macro influencers)	.516	.042	.533	12.221	.000
	Famous personality promotions or star-backed advertising	.165	.042	.166	3.887	.000
	Sponsored social media ads	.413	.040	.412	10.205	.000
	Unpaid content promotion (posts, short videos, stories)	-.423	.040	-.446	-10.602	.000
	Highly shareable or buzz-driven campaigns	.281	.039	.286	7.159	.000
	Tag-based promotional campaigns and social media challenges	-.026	.026	-.022	-.991	.322
	Consumer-created content promotions	-.057	.046	-.041	-1.235	.218
	Commission-based marketing partnerships	.074	.031	.070	2.440	.015
	Real-time product showcases and live demos	.035	.017	.030	2.016	.044
	Engaging content formats (surveys, quizzes, competitions)	.103	.043	.085	2.400	.017
	Customer referral schemes or word-of-mouth incentive programs	-.075	.040	-.066	-1.884	.060
	Co-branding initiatives and strategic alliances	-.079	.027	-.074	-2.984	.003

a. Dependent Variable: Behavior of generation Z consumers

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The regression analysis assessing the association between promotion strategies and the buying behavior of Generation Z consumers in Mysore city indicates a highly significant and strong model. The model summary shows a very high correlation ($R = 0.957$) and substantial explanatory power ($R^2 = 0.916$), meaning that 91.6% of the variation in buying behavior is explained by the selected promotional variables. The ANOVA results further validate the model's significance ($F = 362.481$, $p < 0.001$), leading to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (H4), confirming that promotion strategies significantly influence Gen Z consumer behavior. Among the individual predictors, creator-led marketing ($\beta = 0.533$, $p < 0.001$) emerges as the most influential factor, highlighting the strong impact of influencers on Gen Z purchase decisions. Sponsored social media ads ($\beta = 0.412$, $p < 0.001$) and highly shareable or buzz-driven campaigns ($\beta = 0.286$, $p < 0.001$) also show strong positive effects, indicating that engaging and viral digital content plays a critical role. Famous personality promotions ($\beta = 0.166$, $p < 0.001$) further contribute positively, though to a lesser extent. Additionally, commission-based marketing partnerships, real-time product showcases, and engaging content formats such as quizzes and competitions have statistically significant positive effects, suggesting that interactive and performance-driven promotional strategies resonate well with Gen Z consumers. Conversely, unpaid content promotion ($\beta = -0.446$, $p < 0.001$) has a significant negative impact, implying that organic content without strategic framing may fail to engage or even deter consumers. Co-branding initiatives ($\beta = -0.074$, $p = 0.003$) also show a negative influence, suggesting possible skepticism or lack of clarity in joint branding efforts. Other variables such as tag-based campaigns, consumer-created content, and customer referral schemes are statistically insignificant, indicating limited direct influence on buying behavior in this context.

12. FINDINGS

1. Overall, the analysis concludes that while product mix strategy significantly influences Generation Z consumers, factors such as visual appeal, product variety, personalization, and user-generated content are the most critical drivers, whereas over-marketed or perceived inauthentic elements may deter purchasing decisions.
2. Overall, the analysis concludes that pricing strategies play a critical role in shaping Generation Z buying behavior, with digital discounts, promotional pricing, and transparent pricing structures being the most influential drivers. However, overuse of certain promotional tactics and perceived lack of authenticity may negatively impact consumer response, indicating the need for balanced and credible pricing strategies.
3. Overall, the findings suggest that while distribution strategies play a crucial role in shaping Gen Z consumer behavior, the effectiveness largely depends on authenticity, brand perception, experiential engagement, and perceived value rather than just convenience or trust alone.
4. Overall, the findings demonstrate that promotion strategies significantly shape the buying behavior of Generation Z consumers, with a clear preference for influencer-driven, paid digital advertising, and highly engaging, shareable content, while less structured or overly collaborative approaches may not yield the same effectiveness.

13. SUGGESTIONS

1. Focus on High-Quality Visual Content - Businesses should invest in visually appealing, high-resolution images and aesthetically strong designs, as visual attractiveness is one of the strongest drivers of Gen Z purchase decisions.
2. Offer Diverse Product Options - Providing a wide range of product variations (size, color, design) can significantly enhance consumer engagement, as Gen Z values personalization and choice.
3. Leverage User-Generated Content (UGC) - Encouraging customers to share their experiences through reviews, photos, and videos builds authenticity and trust, which strongly influences buying behavior.
4. Implement Personalized Recommendations - Use AI and data analytics to provide customized product suggestions, as personalization increases relevance and improves purchase intention.
5. Maintain Authentic and Transparent Branding - Ensure honesty and clarity in product representation. Overly polished or misleading content can create skepticism among Gen Z consumers.
6. Avoid Overuse of Highly Curated or Promotional Content - Excessive storytelling, overly edited videos, or aggressive content marketing may lead to distrust or disengagement.
7. Use Digital Discounts Strategically - Social media coupons and promotional discounts should be used effectively, as they are highly influential—but avoid overuse, which can reduce perceived value.
8. Ensure Transparent Pricing - Clearly display pricing without hidden charges to build trust and improve consumer confidence in purchasing decisions.
9. Adopt Flexible and Dynamic Pricing Models - Real-time pricing adjustments and loyalty incentives can enhance perceived value and encourage repeat purchases.

10. Strengthen Brand Authenticity and Image in Distribution Channels - Focus on building a strong and consistent brand image across all online platforms, as authenticity and brand attitude significantly influence behavior.
11. Enhance Experiential Engagement - Incorporate virtual trials, demos, or interactive features that create a "feeling of ownership," which positively impacts buying decisions.
12. Avoid Overloading Product Showcases - Too many product displays or aggressive showcasing may negatively affect consumer perception; instead, keep presentations simple and meaningful.
13. Prioritize Influencer and Paid Advertising Strategies - Collaborate with relevant influencers and invest in sponsored ads, as these have the strongest positive impact on Gen Z consumers.
14. Create Engaging and Shareable Content - Develop interactive campaigns such as quizzes, contests, and viral content to increase engagement, but ensure they remain authentic and not overly forced.

14. CONCLUSIONS

The study concludes that the social media marketing mix plays a significant and multifaceted role in shaping the buying behavior of Generation Z consumers in Mysore City. All four components—product, price, place, and promotion—demonstrate strong explanatory power and statistically significant influence on consumer decisions. Among these, visually appealing product presentation, diverse product options, personalized recommendations, and user-generated content emerge as key drivers within the product strategy. Pricing strategies, particularly social media discounts and transparent pricing, exhibit the strongest impact, indicating that Gen Z consumers are highly price-sensitive yet value authenticity. Distribution strategies highlight the importance of brand authenticity, attitude, and experiential engagement, while mere convenience factors appear less influential. Promotion strategies reveal that influencer marketing, sponsored advertisements, and shareable digital campaigns significantly drive purchase behavior, whereas overly promotional or unstructured content may negatively affect engagement. Interestingly, several variables across all models show negative relationships, suggesting possible overexposure, skepticism, or perceived lack of authenticity among Gen Z consumers. Overall, the findings emphasize that while social media is a powerful marketing tool, its effectiveness depends on maintaining credibility, personalization, and balanced communication. Businesses must adopt a strategic and consumer-centric approach to effectively engage this digitally native generation.

15. DIRECTIONS FOR FUTURE RESEARCH

Future research can extend this study by examining a broader geographical scope beyond Mysore City to enhance generalizability across diverse cultural and regional contexts. Comparative studies between urban and rural populations or across different age cohorts could provide deeper insights into varying consumer behaviors. Researchers may also explore platform-specific effects by analyzing how individual social media channels such as Instagram, YouTube, or emerging platforms uniquely influence purchasing decisions. Longitudinal studies are recommended to capture evolving trends in digital marketing and changing preferences of Generation Z over time. Additionally, future studies can incorporate advanced statistical techniques to address potential multicollinearity and better understand unexpected negative relationships observed in this research. Including psychological, cultural, and economic variables would provide a more holistic understanding of consumer behavior. Finally, qualitative approaches such as interviews or focus groups could offer deeper insights into perceptions of authenticity, trust, and engagement in social media marketing.

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