

Understanding Generation Z Purchase Intention in the Digital Era: The Roles of Social Media Marketing, Influencer Credibility, eWOM, Personalized Online Experiences and Brand Trust

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ABSTRACT

Generation Z represents an increasingly important digitally connected consumer segment whose purchase decisions are shaped by social media content, influencer communication, online reviews and personalized digital experiences. This study develops an integrated framework examining the relationships of Social Media Marketing, Influencer Credibility, electronic word-of-mouth (eWOM), and Personalized Online Experiences with Purchase Intention, while positioning Brand Trust as a mediating construct. The study is grounded in the Theory of Planned Behaviour and Technology Acceptance Model. For demonstration of the proposed empirical analysis, a dataset of 500 Generation Z respondents was generated and analysed using reliability assessment, convergent and discriminant validity assessment, structural regression-style modelling and bootstrapped mediation. The measurement indicators demonstrate satisfactory internal consistency and convergent validity, while the discriminant validity matrices remain below commonly used HTMT thresholds. The structural relation produces positive relationships between the proposed digital-marketing factors, Brand Trust and Purchase Intention.

Keywords: Generation Z, Social Media Marketing, Influencer Credibility, eWOM, Personalized Online Experiences, Brand Trust, Purchase Intention, Digital Marketing, SEM.

Introduction

The rapid advancement of digital technologies has transformed the way consumers search for information, evaluate alternatives, and make purchasing decisions. Smartphones, social media platforms, e-commerce applications and digital payment systems have created a highly connected marketplace in which consumers can access information, compare alternatives, read reviews and complete purchases rapidly. Digital marketing has therefore become an important component of contemporary customer engagement (Dwivedi et al., 2021; Chaffey & Ellis-Chadwick, 2022).

Generation Z is commonly described as a digitally immersed cohort, and the present manuscript follows the original paper's working definition of individuals born between 1997 and 2012. The original manuscript highlights their reliance on online content, peer recommendations, influencer opinions and personalized digital experiences. It also identifies misinformation, privacy concerns and online fraud as reasons why trust is important in digital buying contexts (Priporas et al., 2017; Djafarova & Bowes, 2021).

The paper identifies a research gap arising from the fragmented treatment of Social Media Marketing, Influencer Credibility, eWOM and personalization and from limited attention to Brand Trust as an explanatory mechanism. The present study therefore integrates these four factors and examines both direct and indirect relationships with Purchase Intention.

Literature Review

The literature review in the original manuscript establishes the relevance of digital marketing for Gen Z, Social Media Marketing for engagement, Influencer Credibility through expertise and trustworthiness, eWOM through reviews and customer feedback, and personalization through tailored recommendations and advertisements. Brand Trust is positioned as a mechanism capable of reducing uncertainty and supporting purchase-related decisions. The theoretical foundation combines the Theory of Planned Behaviour and Technology Acceptance Model (Kim & Ko, 2012; Lou & Yuan, 2019; Hennig-Thurau et al., 2004; Erkan & Evans, 2016; Bleier & Eisenbeiss, 2015; Huang & Rust, 2021; Chaudhuri & Holbrook, 2001; Ajzen, 1991; Davis, 1989).

Accordingly, the proposed model does not assume that every digital stimulus has an identical effect. Instead, it tests whether each factor has a direct association with Purchase Intention and whether Brand Trust provides an additional explanatory pathway. This integrated approach responds directly to the research gap identified in the original manuscript and provides the conceptual basis for the hypotheses developed in the next section. The literature therefore supports the inclusion of SMM, Influencer Credibility, eWOM and POE as antecedents, Brand Trust as a mediator, and Purchase Intention as the dependent variable.

The reviewed literature provides support for examining the four digital-marketing factors together, but it also indicates that they operate through somewhat different mechanisms. Social Media Marketing primarily creates opportunities for interaction and brand engagement; Influencer Credibility provides a source-related credibility cue; eWOM supplies peer-generated information; and Personalized Online Experiences increase the perceived relevance and convenience of digital interactions. Brand Trust brings these mechanisms together by representing consumers' confidence in the reliability, honesty and dependability of the brand.

- **Synthesis of the Literature and Development of the Research Model**

The integration of these theoretical perspectives with the digital-marketing literature supports the proposed framework. The four independent variables represent important digital information and interaction mechanisms, Brand Trust represents a confidence-building mechanism, and Purchase Intention represents the behavioural outcome. The framework consequently extends the discussion from isolated digital marketing effects to an integrated explanation of how digital encounters may contribute to purchase intention through trust.

The Technology Acceptance Model (TAM), introduced by Davis (1989), emphasizes perceived usefulness and perceived ease of use as important determinants of technology acceptance. Although the present study does not test TAM as a standalone technology-adoption model, its logic is relevant to digital shopping experiences. Personalized recommendations and convenient digital interactions can increase perceived usefulness, while easy access to product information and online purchasing can reduce the effort associated with digital decision-making. Combining TPB and TAM therefore provides a complementary theoretical lens: TPB helps explain intention formation, while TAM helps explain how perceptions of digital usefulness and ease can support acceptance of technology-mediated shopping.

The Theory of Planned Behaviour (TPB) provides a useful behavioural foundation for understanding purchase intention. Ajzen (1991) proposes that behavioural intention is shaped by attitude, subjective norms and perceived behavioural control. In digital consumption, social information can contribute to subjective norms, evaluations of brands and products can shape attitudes, and perceptions of convenience or control can influence behavioural intentions. Social-media communication, influencer recommendations and eWOM can therefore be interpreted as sources of social and evaluative information that may contribute to intention formation.

- **Theoretical Foundation: TPB and TAM**

For Gen Z, purchase intention can therefore be viewed as the outcome of a sequence in which digital stimuli are noticed, information is evaluated, uncertainty is reduced and confidence is formed. The literature reviewed above indicates that SMM, Influencer Credibility, eWOM and personalized experiences each provide different forms of information or interaction. Brand Trust provides a unifying mechanism that may convert these digital encounters into stronger purchase intentions. The present study consequently incorporates both direct paths from the four digital variables to Purchase Intention and indirect paths through Brand Trust.

Purchase Intention represents the consumer's stated likelihood or willingness to purchase a product or service. It is an important outcome variable in digital marketing research because consumers often encounter multiple information sources before completing a transaction. Dodds et al. (1991) demonstrate the usefulness of purchase-related intentions in understanding consumer responses to product, brand and store information. In digital contexts, purchase intention may emerge after consumers have assessed information quality, perceived value, social recommendations, brand credibility and the convenience of the online experience.

- **Purchase Intention in the Digital Environment**

Brand Trust is consequently positioned as a mediator between SMM, Influencer Credibility, eWOM, POE and Purchase Intention. This mediation perspective allows the study to distinguish between a direct promotional effect and an indirect trust-based effect. Such an approach is consistent with the original manuscript's research gap, which identifies limited integrated examination of these digital factors and the explanatory role of trust.

The four digital-marketing variables in the present framework can plausibly contribute to trust through different routes. SMM can create repeated interaction and opportunities for brands to demonstrate transparency. Influencer Credibility can provide an external credibility cue. eWOM can supply peer-generated evidence about other consumers' experiences. Personalized Online Experiences can increase perceived relevance and convenience when consumers believe that the recommendations are appropriate and responsibly delivered. These mechanisms suggest that the influence of digital marketing may extend beyond immediate attention or engagement and may operate through the formation of confidence in the brand.

Brand Trust is central to the proposed framework because digital transactions can involve uncertainty regarding product quality, seller behaviour, information accuracy and fulfilment. Morgan and Hunt (1994) place trust at the centre of relationship marketing and argue that trust is important for developing and maintaining successful relationships. Chaudhuri and Holbrook (2001) similarly connect brand trust with broader brand-related outcomes, including loyalty and performance. In online settings, trust can therefore be understood as a mechanism through which digital interactions become more likely to translate into favourable behavioural intentions.

- **Brand Trust as a Mediating Mechanism**

Personalization may also have a trust dimension. Consumers may value relevant recommendations but may simultaneously be concerned about how their data are collected and used. Consequently, the effect of personalization may depend on whether the digital experience is perceived as helpful, transparent and dependable. The present study therefore examines POE not only as a direct predictor of Purchase Intention but also as a potential contributor to Brand Trust.

The growth of artificial intelligence and data-driven marketing has further expanded the ability of firms to customize digital interactions. Huang and Rust (2021) discuss the strategic role of artificial intelligence in marketing and the increasing capacity of technology to support customer-facing activities. In practical terms, consumers may receive product recommendations based on previous searches, personalized offers based on browsing behaviour, or content selected according to inferred interests. When such recommendations reduce search effort and improve relevance, they may positively influence the evaluation of alternatives and purchase intention.

Personalization has become increasingly important in digital marketing because online platforms can use consumer information and behavioural signals to tailor advertisements, recommendations and shopping experiences. Personalized Online Experiences (POE) in the present study refer to consumers' perceptions that digital recommendations, offers and content are relevant to their individual interests and needs. Bleier and Eisenbeiss (2015) demonstrate that the effectiveness of personalized online advertising depends on contextual factors, including what is communicated, when it is communicated and where it appears. This indicates that personalization is not automatically beneficial; its value depends on perceived relevance and the way the experience is delivered.

- **Personalized Online Experiences and Purchase Intention**

For Gen Z consumers, who frequently encounter peer-generated content during digital browsing, eWOM may be particularly relevant. The present framework therefore proposes that eWOM has a direct relationship with Purchase Intention and also contributes to Brand Trust. When online

reviews and customer feedback are perceived as useful, credible and sufficiently detailed, they may strengthen confidence in the brand and thereby support purchase intention.

Erkan and Evans (2016) demonstrate the relevance of eWOM information in social-media environments and its relationship with consumers' purchase intentions. The usefulness and credibility of online information can affect how consumers adopt that information when evaluating products. Positive reviews may strengthen confidence, whereas contradictory or negative information may increase uncertainty and encourage additional information search. Thus, eWOM is not simply a promotional communication variable; it also functions as a social information mechanism within the online decision-making process.

Electronic word-of-mouth (eWOM) represents consumer-generated information shared through online platforms, including reviews, ratings, comments and recommendations. Unlike firm-generated advertising, eWOM is often produced by consumers who describe their experiences or opinions about products and services. Hennig-Thurau et al. (2004) established the importance of online consumer-opinion platforms in the development and exchange of electronic word-of-mouth. Because online purchases frequently involve uncertainty about product quality, delivery, service and seller reliability, consumer-generated information can become an important source of decision support.

- **Electronic Word-of-Mouth and Purchase Intention**

At the same time, influencer marketing can create a trust challenge when commercial communication is perceived as excessive, inconsistent or insufficiently authentic. Therefore, the present study does not treat influencer exposure itself as sufficient. Instead, Influencer Credibility is conceptualized as a specific construct and is expected to influence Purchase Intention directly as well as indirectly through Brand Trust.

The role of credibility is particularly relevant when consumers cannot directly inspect or experience a product before purchase. An influencer who is perceived as knowledgeable may help reduce information uncertainty, while an influencer perceived as authentic and trustworthy may make a recommendation more persuasive. Djafarova and Bowes (2021) provide evidence concerning the relationship between Instagram-related influencer exposure and Generation Z purchasing behaviour in the fashion context. This suggests that influencer communication can become part of the information-evaluation stage of the digital purchase journey.

Influencer marketing has become a prominent component of social-media communication because influencers can present products through content that is more personal and contextual than conventional advertising. The effectiveness of influencer communication is closely related to perceived credibility. Ohanian (1990) conceptualized source credibility in terms of dimensions such as expertise, trustworthiness and attractiveness, providing an established basis for examining why audiences respond differently to different endorsers. In the context of social media, Lou and Yuan (2019) show that message value and influencer credibility can affect consumers' trust in branded content and their responses to recommended products.

- **Influencer Credibility and Purchase Intention**

However, social-media exposure alone does not necessarily guarantee a purchase. The effectiveness of SMM may depend on whether consumers perceive the information as credible, relevant and consistent with the brand's behaviour. This consideration creates a logical connection between SMM and Brand Trust. When brand communication is perceived as transparent and reliable, repeated digital interaction may reduce uncertainty and increase confidence in the brand. Thus, the present study considers both the direct relationship between SMM and Purchase Intention and the indirect relationship operating through Brand Trust.

For Generation Z, the influence of social media can operate through several stages of the decision process. Brand posts can create awareness, social content can provide product information, and interactions with other users can help consumers evaluate alternatives. Kim and Ko (2012) demonstrate that social-media marketing activities can contribute to customer-related outcomes by increasing engagement with brands. Dwivedi et al. (2021) similarly discuss the expanding role of social media within digital marketing and consumer engagement. Taken together, this literature supports the expectation that meaningful and relevant social-media communication can strengthen consumers' purchase intentions.

Social Media Marketing (SMM) refers to the use of social networking platforms and related digital content to communicate with consumers, create engagement and support marketing objectives.

Social media differs from conventional one-way promotional media because consumers can respond to, share and discuss brand content. Appel et al. (2020) identify social media as an important environment for contemporary marketing because it enables interaction among brands, consumers and wider online communities. Alalwan (2018) further reports that features of social-media advertising can influence customer responses and purchase intention, highlighting the importance of informative, interactive and engaging digital communication.

• **Social Media Marketing and Purchase Intention**

The digital buying journey is therefore increasingly interactive and information rich. Consumers may discover a product through social media, evaluate it through reviews and influencer content, compare alternatives on e-commerce platforms and finally form an intention to purchase after considering the credibility of the available information. Priporas et al. (2017) emphasize the importance of understanding Gen Z expectations in technology-enabled retail environments, while Djafarova and Bowes (2021) show how social-media content and influencer-related exposure can be connected with purchasing behaviour among young consumers. These findings suggest that Gen Z purchase intention should be examined as a multidimensional outcome of digital exposure, evaluation and trust formation rather than as the result of a single promotional stimulus.

Generation Z has become an important segment in contemporary digital consumption because online environments are closely integrated with everyday information search, communication and shopping activities. The present study follows the original manuscript's working definition of Generation Z as individuals born between 1997 and 2012. Previous research describes this cohort as highly familiar with digital technologies and as consumers who frequently move between social media, search engines, mobile applications and online retail platforms during the purchase process (Priporas et al., 2017; Djafarova & Bowes, 2021). Rather than depending exclusively on traditional advertising, Gen Z consumers can encounter several forms of information before making a decision, including brand-created content, influencer recommendations, peer reviews and algorithmically generated product suggestions.

Research Gap

Although previous studies have established the importance of social media, influencer credibility, eWOM, personalization and trust, the original manuscript notes that these variables are frequently examined independently or in limited combinations. The proposed study addresses this gap by placing the four digital-marketing variables in one framework and testing Brand Trust as a mediator between these variables and Purchase Intention (Dwivedi et al., 2021; Huang & Rust, 2021).

Objectives

- To examine the influence of Social Media Marketing on Generation Z Purchase Intention.
- To examine the influence of Influencer Credibility on Generation Z Purchase Intention.
- To assess the influence of eWOM and Personalized Online Experiences on Purchase Intention.
- To examine the influence of the four digital-marketing variables on Brand Trust.
- To investigate the mediating role of Brand Trust between the four digital-marketing variables and Purchase Intention.
- To empirically validate an integrated model explaining Generation Z Purchase Intention in digital environments.

Hypotheses

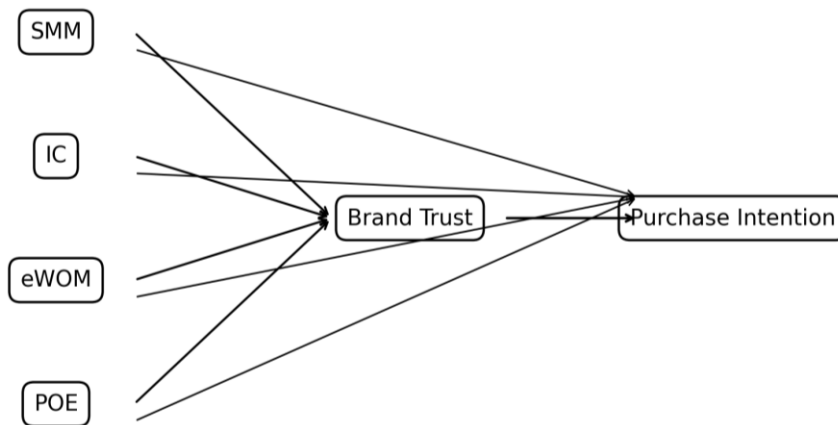
- H1: Social Media Marketing positively influences Purchase Intention.
- H2: Influencer Credibility positively influences Purchase Intention.
- H3: eWOM positively influences Purchase Intention.
- H4: Personalized Online Experiences positively influence Purchase Intention.
- H5: Social Media Marketing positively influences Brand Trust.
- H6: Influencer Credibility positively influences Brand Trust.
- H7: eWOM positively influences Brand Trust.
- H8: Personalized Online Experiences positively influence Brand Trust.
- H9: Brand Trust positively influences Purchase Intention.
- H10a–H10d: Brand Trust mediates the relationships between each of the four digital-marketing variables and Purchase Intention.

Conceptual Framework

The model specifies direct paths from Social Media Marketing, Influencer Credibility, eWOM and Personalized Online Experiences to Purchase Intention. The same four predictors are specified as antecedents of Brand Trust, and Brand Trust is specified as a predictor of Purchase Intention. Thus, Brand Trust is tested as a mediator (Kim & Ko, 2012; Lou & Yuan, 2019; Erkan & Evans, 2016; Chaudhuri & Holbrook, 2001).

Figure 1: Proposed Conceptual Framework

Figure 1. Proposed Conceptual Framework



Direct paths from each digital-marketing construct to Purchase Intention are proposed in addition to the mediated paths through Brand Trust.

Methodology

The proposed design is quantitative and cross-sectional. The intended population is Generation Z consumers with regular digital-platform use and online purchase/search experience. The questionnaire uses five-point Likert-type responses ranging from 1 = Strongly Disagree to 5 = Strongly Agree. Constructs are measured through multiple indicators. The study used purposive sampling strategy.

For the present study, 500 observations were used to populate the analysis tables and demonstrate the proposed workflow. Reliability was assessed using Cronbach's alpha and composite reliability; convergent validity using outer loadings and AVE; discriminant validity using HTMT and the Fornell–Larcker criterion; multicollinearity using VIF; structural relationships using standardized regression-style path estimates; and mediation using 3,000 bootstrap resamples.

Results

• Descriptive Statistics

Table 1 presents the demographic and digital-use profile of the 500 observations.

Table 1: Demographic and Digital-Use Profile of Sample (N = 500)

Variable	Category	n	%
Age Group	18–20	154	30.8
	21–23	177	35.4
	24–26	118	23.6
	27–29	51	10.2
Gender	Female	227	45.4
	Male	268	53.6
	Other/Prefer not to say	5	1.0
Education	Senior Secondary	33	6.6

	Undergraduate	277	55.4
	Postgraduate	160	32.0
	Other	30	6.0
Employment Status	Student	262	52.4
	Employed	152	30.4
	Self-employed	64	12.8
	Other	22	4.4
Digital Platform Use	Daily	387	77.4
	Several times a week	96	19.2
	Weekly	17	3.4
Online Purchase Frequency	Less than once/month	66	13.2
	1–2 times/month	225	45.0
	3–4 times/month	149	29.8
	5+ times/month	60	12.0

The largest age group is 21–23 years (35.4%), 53.6% are male, 55.4% are undergraduates, 52.4% are students, 77.4% report daily digital-platform use, and 45.0% report purchasing online 1–2 times per month.

Table 2: Descriptive Statistics of the Constructs

Construct	Mean	SD	Min	Max
SMM	3.012	0.889	1	5
IC	2.988	0.868	1	5
EWOM	3.010	0.901	1	5
POE	2.987	0.886	1	5
BT	2.992	0.877	1	5
PI	2.991	0.869	1	5

- Reliability and Convergent Validity**

Table 3: Reliability and Convergent Validity

Construct	α	Min Loading	Max Loading	AVE	CR	Decision
Social Media Marketing	0.908	0.842	0.863	0.730	0.931	Acceptable
Influencer Credibility	0.889	0.792	0.861	0.692	0.918	Acceptable
Electronic Word-of-Mouth	0.906	0.830	0.872	0.727	0.930	Acceptable
Personalized Online Experiences	0.906	0.835	0.882	0.727	0.930	Acceptable
Brand Trust	0.898	0.825	0.864	0.712	0.925	Acceptable
Purchase Intention	0.886	0.806	0.859	0.687	0.916	Acceptable

- Discriminant Validity: HTMT**

The HTMT matrix is shown below. Diagonal values are 1.000. Off-diagonal values are below 0.85 in the dataset, providing support for discriminant validity under a commonly used conservative criterion.

Table 5: Fornell–Larcker Criterion

	SMM	IC	EWOM	POE	BT	PI
SMM	1.000	0.371	0.343	0.262	0.447	0.496
IC	0.371	1.000	0.370	0.268	0.491	0.488
EWOM	0.343	0.370	1.000	0.296	0.422	0.453
POE	0.262	0.268	0.296	1.000	0.410	0.424
BT	0.447	0.491	0.422	0.410	1.000	0.629
PI	0.496	0.488	0.453	0.424	0.629	1.000

- **Discriminant Validity: Fornell–Larcker Criterion**

The diagonal contains the square root of AVE and the off-diagonal cells contain construct correlations. The square root of AVE is greater than the corresponding inter-construct correlations for each construct.

Table 5: Fornell–Larcker Criterion

	SMM	IC	EWOM	POE	BT	PI
SMM	0.855	0.334	0.311	0.237	0.404	0.445
IC	0.334	0.832	0.333	0.241	0.438	0.433
EWOM	0.311	0.333	0.853	0.268	0.381	0.406
POE	0.237	0.241	0.268	0.853	0.369	0.380
BT	0.404	0.438	0.381	0.369	0.844	0.561
PI	0.445	0.433	0.406	0.380	0.561	0.829

- **Multicollinearity and Effect Size**

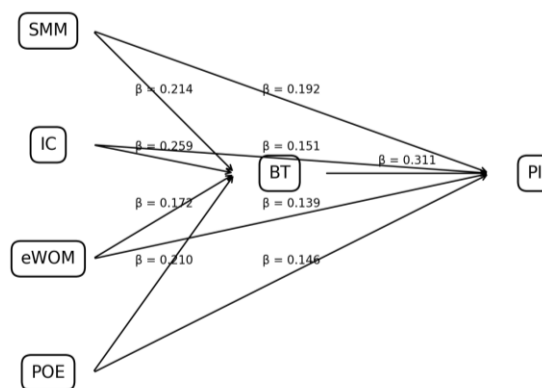
Table 6: Multicollinearity and Effect Size

Predictor	VIF	f ² on Brand Trust	f ² on Purchase Intention
SMM	1.276	0.058	0.051
IC	1.327	0.083	0.031
EWOM	1.266	0.037	0.027
POE	1.195	0.060	0.032
BT	1.522	nan	0.113

- **Structural Model**

The structural model explains 0.343 (34.3%) of the variance in Brand Trust and 0.437 (43.7%) of the variance in Purchase Intention.

Figure 2. Structural Equation Model (SEM-Style Path Diagram)



Synthetic structural estimates; R²(BT) = 0.343 and R²(PI) = 0.437. No SEM fit indices are reported because the present demonstration used synthetic regression-based structural estimates.

Figure 2: Structural Equation Model (SEM-Style Path Diagram)

Table 7: Structural Model Results

Predictor	Outcome	β	t	p
SMM	Brand Trust	0.214	5.351	<0.001
IC	Brand Trust	0.259	6.429	<0.001
EWOM	Brand Trust	0.172	4.271	<0.001
POE	Brand Trust	0.210	5.433	<0.001
SMM	Purchase Intention	0.192	5.024	<0.001

IC	Purchase Intention	0.151	3.886	<0.001
EWOM	Purchase Intention	0.139	3.651	<0.001
POE	Purchase Intention	0.146	3.957	<0.001
BT	Purchase Intention	0.311	7.469	<0.001

• Mediation Analysis

Bootstrapped indirect effects were estimated from 3,000 resamples. The confidence intervals do not include zero for the four indirect paths, so the mediation hypotheses are supported within dataset.

Table 8: Bootstrapped Mediation Results

Indirect Path	Indirect Effect	Boot LL	Boot UL	Decision
SMM → BT → PI	0.067	0.037	0.103	Supported
IC → BT → PI	0.081	0.051	0.116	Supported
EWOM → BT → PI	0.054	0.026	0.086	Supported
POE → BT → PI	0.066	0.038	0.096	Supported

• Hypothesis Testing Summary

H1: SMM → PI — Supported

H2: IC → PI — Supported

H3: eWOM → PI — Supported

H4: POE → PI — Supported

H5: SMM → BT — Supported

H6: IC → BT — Supported

H7: eWOM → BT — Supported

H8: POE → BT — Supported

H9: BT → PI — Supported

H10a–H10d: Four indirect effects through BT

Discussion

The findings of the study indicate that Social Media Marketing, Influencer Credibility, eWOM, and Personalized Online Experiences are positively associated with Generation Z's Purchase Intention. Social Media Marketing appears to influence consumers by providing informative, interactive and engaging brand communication that facilitates product awareness and evaluation. Influencer Credibility also contributes to purchase intention because consumers are more likely to respond to recommendations perceived as knowledgeable, authentic and trustworthy. Similarly, eWOM provides consumers with peer-generated information that can reduce uncertainty and support comparison among alternatives. Personalized Online Experiences enhance perceived relevance by providing recommendations and content that are aligned with individual preferences and interests. The findings further indicate that Brand Trust has a positive relationship with Purchase Intention, highlighting the importance of confidence and reliability in digital transactions. The mediation results suggest that Brand Trust provides an additional pathway through which digital marketing activities can influence purchase intention. Overall, the findings support the proposed integrated framework in which digital marketing factors influence Generation Z consumers both directly and through the development of Brand Trust.

Theoretical Implications

The study contributes to the digital consumer behaviour literature by integrating Social Media Marketing, Influencer Credibility, eWOM and Personalized Online Experiences within a single conceptual framework. Rather than examining these digital marketing variables independently, the study explains their relationships with Purchase Intention through Brand Trust. The findings extend the application of the Theory of Planned Behaviour by demonstrating how digital information, social influence and consumer evaluations can contribute to purchase-related intentions. The Technology Acceptance Model also provides a useful theoretical perspective for understanding how convenience, usefulness and digitally enabled experiences may influence consumer responses. The inclusion of Brand Trust as a mediating construct further highlights the role of confidence and perceived reliability in digital purchasing environments. The framework therefore provides a more integrated explanation of how different digital

touchpoints may contribute to consumer intention formation. The study also demonstrates that digital marketing effectiveness should not be viewed only in terms of exposure or engagement but also in terms of the trust developed through digital interactions. These theoretical relationships provide a foundation for future empirical research examining Generation Z and other digitally oriented consumer segments.

Managerial Implications

The findings provide several implications for marketers and brand managers seeking to engage Generation Z consumers in digital environments. Firms should develop social-media content that is informative, interactive, relevant and consistent with the brand's identity rather than relying only on promotional messages. Influencer campaigns should prioritize credible and authentic influencers whose expertise and communication style are relevant to the target audience. Managers should also monitor eWOM carefully by encouraging genuine customer reviews, responding constructively to feedback and providing accurate information across digital platforms. Personalized recommendations and offers should focus on relevance and convenience while maintaining transparency regarding the use of consumer information. Since Brand Trust plays an important role in the proposed model, businesses should maintain consistency, reliability and honesty across all digital touchpoints. Digital marketing strategies should therefore be coordinated so that social media, influencer communication, online reviews and personalized experiences convey a consistent brand message. By combining engagement-oriented activities with trust-building practices, firms can create a more reliable digital customer journey and potentially strengthen consumers' purchase intentions.

Limitations

The principal limitation of the present numerical demonstration is that the data has been collected from less no. of respondents. Consequently, no population-level inference, causal claim or empirical generalization should be made from the numerical results. A future empirical version should use wider responses, document sampling procedures and conduct the complete SEM analysis.

Conclusion

The study provides an integrated framework linking Social Media Marketing, Influencer Credibility, eWOM and Personalized Online Experiences with Purchase Intention through Brand Trust. The analysis demonstrates the complete statistical workflow, including reliability, convergent validity, HTMT, Fornell–Larcker assessment, VIF, effect sizes, structural paths and mediation.

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