

THE IMPACT OF DIGITAL-BASED MARKETING STRATEGIES ON GEN Z'S SHOPPING INTEREST



¹*Figo Alimbel, ²Syintia Mega Putri

^{1,2} Digital Business Study Program, Department of Business and Communication,
Caltex Riau Polytechnic - Indonesia

e-mail:

¹*figo@pcr.ac.id (corresponding author)

²syintia@pcr.ac.id

ABSTRACT

The expected contribution of this study is to address the limitations in confirming the influence of shopping interest antecedents, particularly for Generation Z. Thus, this study aims to examine the influence of social media, e-commerce and influencers on the shopping interests of Generation Z. For this reason, this study uses a quantitative design involving 100 samples selected with a purposive sampling technique, where data is collected through a questionnaire with a Google Form and distributed to Gen Z users. The respondents' responses were analysed by descriptive analysis and statistical analysis using the SEM method on WarpPLS. The results of the analysis show that social media has a positive effect on shopping interest, e-commerce has a positive effect on shopping interest, and influencers have a positive effect on Gen Z shopping interest.

Keywords: Gen Z, Shopping Interests, Social Media, E-commerce, Influencers

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INTRODUCTION

Generation Z, which consists of individuals born between 1997 and 2012, is a generation that grew up in the digital age and is very familiar with technology (Riswandi,2023). Companies must adapt to the preferences and lifestyles of this generation in order to attract their interest in shopping (Munsch,2021). Digital-based marketing strategies are the main key in reaching the generation Z market (Sufianur & Rona,2025).

Digital marketing strategies that involve influencers and strong visual content have proven to be effective in increasing Gen Z's interest in shopping (Munsch,2021). Social media, especially Instagram, YouTube, and TikTok, are the most effective channels for reaching Gen Z. Authentic, relevant, and entertaining content is essential for capturing Gen Z's attention and interest. Generation Z's shopping interest is an important consideration for Generation Z in choosing a product or brand (Maulana et al, 2025).

An effective digital-based marketing strategy can increase Gen Z's interest in shopping by leveraging influencers, engaging visual content, popular social media, personalization, and values that match the preferences of this generation (Sufianur & Rona,2025). However, companies must also pay attention to factors such as authenticity, relevance, shopping experience, transparency, and sustainability to ensure the effectiveness of digital marketing strategies against Gen Z (Al Akromi,2024).

This study aims to analyze the impact of digital-based marketing strategies on the shopping interest of Generation Z and identify the factors that affect the effectiveness of these strategies.

LITERATURE REVIEW, RESEARCH FRAMEWORK AND HYPOTHESIS

The Role of Social Media on Gen Z's Shopping Interest

According to a report by Kadence, 75% of Gen Z consumers worldwide rely on social media to make purchasing decisions, and 61% of them have purchased a product after seeing an ad on social media. (Liu, 2023) shows that social media is not only a communication tool, but also an integral part of the Gen Z lifestyle that shapes their behavior and purchasing decisions (Saununu & Rukmana, 2023).

Additionally, social media allows for easier product discovery and direct interaction with brands. (Liu, 2023) A study by the International Council of Shopping Centers shows that 85% of Gen Z state that social media influences their purchasing choices. Social media provides an opportunity for brands to showcase their products in a way that is engaging and relevant to Gen Z, as well as allowing consumers to seek reviews and recommendations from their trusted peers or influencers (Martiyanti & Rahmayana, 2024).

The influence of social media on brand loyalty is also significant. Social media allows Gen Z to connect with their favorite brands and develop brand loyalty through personalized experiences (Achmad & Djatmiko,2025). According to an Accenture report, 65% of Gen Z consumers globally feel that brands should offer personalized experiences, and social media allows for this in a more personalized way. Thus, social media not only influences purchasing decisions but also strengthens the relationship between consumers and brands (Saununu & Rukmana, 2023). Social media has a significant positive effect on shopping interest, especially among Generation Z and younger consumers. Multiple studies show that social media marketing enhances consumer awareness, engagement, and trust, which in turn increases purchase intention and buying interest (Astuti et al, 2024). Based on the theoretical previous studies showing that social media serves as an effective medium for influencing consumer behavior, particularly through digital interaction and recommendations, it is predicted that the use of social

media can enhance shopping interest among Generation Z. Therefore, the proposed hypothesis is as follows:

Hypothesis 1: Social Media has a significant positive effect on Gen Z's Shopping Interest.

The Role of E-commerce in Gen Z Shopping Interest

E-commerce has changed the way Generation Z shops by providing easy access to a wide range of products and services. Research shows that Gen Z is more likely to read customer reviews before making an online purchase, demonstrating the importance of trust in the e-commerce buying process (Liu, 2023). E-commerce provides a platform where reviews and recommendations can be easily accessed, assisting Gen Z in making more informed purchasing decisions (Martiyanti & Rahmayana, 2024).

In addition, e-commerce offers convenience and flexibility that Gen Z highly appreciates. A study from the International Journal of Economic Literature found that online shopping preferences among Gen Z consumers are influenced by ease of access and a seamless shopping experience. Features such as fast payments, fast delivery, and in-person product availability are essential elements in the online shopping experience for Gen Z (Nguyen & Yang, 2024).

E-commerce also allows for personalization of the shopping experience through technology such as data-driven product recommendations. Research of Martiyanti & Rahmayana, (2024) shows that emotional engagement with brands through e-commerce can increase purchase intent among Gen Z. By leveraging customer data to offer a customized shopping experience, e-commerce can increase brand appeal to these young consumers. The research showed that social media marketing not only stimulates buying interest directly but also enhances electronic word-of-mouth marketing, which further encourages purchase decisions. This confirms that well-managed social media marketing strategies are effective tools for boosting consumer shopping interest (Purwaningrum, 2024). Based on the theoretical framework indicating that social media marketing plays a crucial role in shaping consumer perceptions and purchase behavior through targeted content, engagement, and digital interactions, it is assumed that effective social media marketing strategies can enhance shopping interest among Generation Z. Therefore, the following hypothesis is proposed:

Hypothesis 2: Social Media Marketing has a significant positive effect on Gen Z's Shopping Interest.

The Role of Influencers on Gen Z Shopping Interest

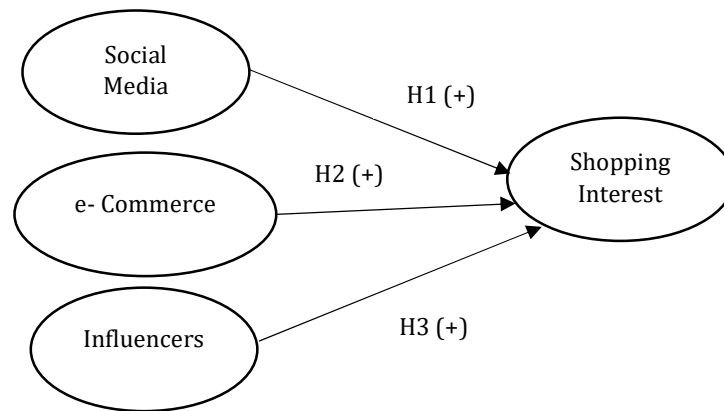
Influencers play an important role in shaping Generation Z's buying behavior. According to research by the Influencer Marketing Hub, the global influencer marketing industry is expected to grow to \$22.3 billion by 2025 (Student, 2022). Studies show that influencers have a significant impact on Gen Z's online buying behavior (Martiyanti & Rahmayana, 2024). In Indonesia, the study found that 85% of participants acknowledged the great influence of social media influencers on their purchasing decisions. Authentic and transparent sponsored content is highly effective in building trust and driving consumer engagement with brands (Angmalisang et al., 2024).

Influencer influence is not only limited to product promotion but also includes social and political values (Angmalisang et al., 2024). Influencers who support issues such as sustainability or mental health can increase brand credibility in the eyes of Gen Z. Thus, collaborating with influencers who align with Gen Z values can be a powerful marketing strategy to attract the attention and loyalty of these young consumers (Nguyen & Yang,

2024). Influencers have a significant positive effect on shopping interest. Several studies support this statement by showing that influencers play a crucial role in shaping consumer attitudes and buying intentions, especially among younger generations like Generation Z. Influencers build trust and authenticity through personal connections with their followers, which increases brand awareness and positively affects consumers' shopping decisions (Pinto & Paramita, 2021). Based on the findings from previous studies showing that influencers play a key role in affecting consumer attitudes and purchase decisions through credibility, relatability, and persuasive communication, it can be suggested that influencer presence and endorsement positively influence the shopping interest of Generation Z. Therefore, the following hypothesis is proposed:

Hypothesis 3: Influencers have a significant positive effect on Gen Z's Shopping Interest.

Social media, e-commerce, and influencer marketing have been proven to have a significant positive effect on consumers' shopping interest, especially among Generation Z. Social media and influencer marketing are capable of building trust and engagement, while e-commerce facilitates easier access and provides a more personalized shopping experience (Habibi & Munawar, 2025)



Source : Constructed by the authors for this study, 2024

Figure 1
Research Framework

METHOD

This research is quantitative, which is defined as a research method that uses instruments or tools to collect data, such as questionnaires, with the aim of testing a predetermined hypothesis. The Google Form platform was chosen as the primary data collection tool, allowing researchers to effectively reach Gen Z. Targeting respondents aged 17-25, the online questionnaire is designed to capture the first-hand perspective of the generation group most familiar with digital technology (Sugiyono, 2018). This research uses a questionnaire or survey method, which is interpreted as a series of questions designed to test several variables. The questions are compiled into a systematic and structured list. The researcher used an online questionnaire through Google Form which will be distributed via social media for respondents to fill out. Only respondents who meet the sample criteria set by the researcher are entitled to fill out the questionnaire (Sugiyono, 2018).

The measurement of variables in this study will be carried out using the Likert 7 scale. The answers from the questionnaire that have been filled out by the respondents will be analyzed and concluded. The data used in this study is primary data, namely data collected directly by researchers for specific research purposes. Primary data collection can be done through interviews, surveys, questionnaires, and other methods.

Population in research refers to the entire group of individuals, objects, or events that share common characteristics and are the main focus of the study. It represents all elements that researchers aim to study and draw conclusions about (Sugiyono, 2018). The smallest sub or the smallest part of an existing population is called a sample. According to Sugiyono (2018), a sample is defined as the characteristics and number possessed by a population. This sample will later replace or represent the population used as the object of research. The viable sample in the study ranged from 30 to 500 samples (Sugiyono, 2018). In this study, researchers will take 100 respondents from Gen Z as a sample. (Sugiyono, 2018) The population in this study consists of all members of Generation Z residing in Pekanbaru, which includes individuals aged 12–27 years (born between 1997 and 2012). Generation Z in Pekanbaru represents a diverse group in terms of educational background, socioeconomic status, and geographic distribution across the city.

From this population, a sample of 100 respondents was selected, consisting of university students and high school students living in the Rumbai District. The sample was obtained using the purposive sampling method, which is a non-probability sampling technique that selects participants based on specific criteria determined by the researcher. The criteria used include: (1) aged 16–25 years (belonging to Generation Z), (2) currently a university or high school student, (3) residing in the Rumbai District, and (4) actively using social media for at least 2 hours per day.

Then statistical analysis in this study will be carried out using software called WarpPLS. Through WarpPLS, a hypothesis test will be carried out using Partial Least Square Structural Equation Modelling (PLS-SEM). According to Ghozali (2015), structural model measurements are carried out by testing the relationships between latent constructs simultaneously. (Sugiyono, 2018).

Table 1
Sample Description

Category	Sub-Categories	Frequency	Percent	Cumulative
Gender	Man	57	57	57
	Woman	43	43	100
Age	17-25 Years	93	93	93
	>25 Years	7	7	100
Work	Students	84	84	84
	Private Employees	9	9	93
	Self employed	2	2	95
	Civil servants	1	1	96
	Housewives	1	1	97
	Other	3	3	100

Source : Data Analyzed, 2025

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Validity and reliability are two foundational concepts in research methodology that ensure the quality and trustworthiness of measurement instruments and research results. According to Sugiyono (2018), validity refers to the extent to which an instrument measures what it is intended to measure. It indicates the accuracy and truthfulness of the data, ensuring that the research instrument truly captures the concept under study. For instance, content validity examines whether the instrument's items adequately represent the material being measured.

Ghozali (2016) on the other hand, concerns the consistency and stability of the measurement results over time. Sugiyono highlights that reliability tests measure whether the instrument consistently yields similar results under consistent conditions. Ghozali explains reliability as the internal consistency of respondents' answers to the questionnaire items, often tested using Cronbach's Alpha, where a value above 0.60 is considered acceptable.

Table 2
Validity and Reliability Test

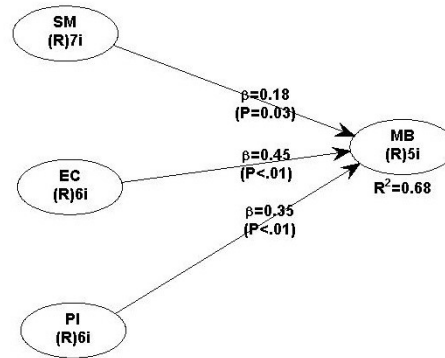
Construct	Code	BC	EC	PI	MB
Social Media	BC	(0.715)	0.638	0.505	0.638
Ecommerce	EC	0.638	(0.837)	0.489	0.742
Influencers	PI	0.505	0.489	(0.840)	0.661
Shopping Interest	MB	0.638	0.742	0.661	(0.864)
Composite Reliability	CR	0.879	0.934	0.935	0.936
Cronbach Alpha	A	0.839	0.914	0.916	0.915
Average Variance Extracted	AVE	0.511	0.701	0.706	0.746
FC VIF's	VIF	1.923	2.480	1.817	3.138
Number of Questions		7	6	6	5

Source : Data Analyzed, 2025

Based on the previous description, it is proven that the AVE, Composite reliability, and Cronbach alpha indicators have met the set standards. This shows that the research instrument, or rather the statement items in the instrument, has been able to produce consistent and measurable data. The fulfillment of the validity and reliability statistical test gives confidence that this instrument can produce reliable and feasible data for hypothesis testing. In other words, the measurement results obtained through this instrument can be relied on to support or boost the conclusion of the research.

Influence Test Results

The results of this study were measured using WarpPLS, where WarpPLS is a measuring tool and is a method where for model construction using many factors and colinear relationships (Ghozali 2016). The results of the data that have been obtained are then processed using WarpPLS 7 as follows :



Source : Data Analyzed, 2025

Figure 2
Analysis Test Results

The Influence of E-commerce on Shopping Interest

From the figure, it can be seen that e-commerce (EC) has the greatest influence on shopping interest (MB) with a beta coefficient of 0.45 and a significance of $P < 0.01$. This shows that e-commerce plays an important role in shaping Gen Z's shopping interests.

The Role of Influencers in Increasing Shopping Interest

Influencers (PIs) also have a significant influence on shopping interest with a beta coefficient of 0.35 and a significance of $P < 0.01$. This topic can discuss how influencers can build trust and authenticity, as well as their impact on Gen Z's purchasing decisions.

The Impact of Social Media on Shopping Interest

Social media (SM) showed a smaller influence compared to the other two variables with a beta coefficient of 0.18 and a significance of $P = 0.03$. Nonetheless, social media remains an important channel for reaching Gen Z. Discussions can include strategies for using social media to increase brand engagement and loyalty, as well as how platforms like Instagram and TikTok can be used to promote products effectively.

These three topics can be explored further to understand how the combination of these three independent variables affects Generation Z's overall spending interest.

CONCLUSIONS AND SUGGESTIONS

E-commerce has the greatest influence on Gen Z's shopping interest. This shows that e-commerce platforms are crucial in shaping Gen Z's purchasing decisions, especially because of the ease of access and personalization it offers. Influencers also have a significant impact. This confirms that influencer marketing is effective in building trust and influencing Gen Z's shopping interests through authentic and relatable content.

Although social media has a smaller influence, these platforms remain an important channel for increasing brand awareness and consumer engagement. Social media serves as a supporting tool that strengthens other digital marketing strategies. Companies should focus on improving the user experience on e-commerce platforms by providing better personalization features, reliable product reviews, and an easy buying process to attract more Gen Z consumers. Developing strategic partnerships with relevant influencers can increase brand appeal among Gen Z. Choose influencers who have values and audiences that align with the brand to maximize marketing impact.

Although their influence is smaller, social media is still important for building community and increasing brand loyalty. Interactive and authentic content on platforms like Instagram and TikTok can be used to keep consumers engaged.

By following these suggestions, companies can be more effective in reaching Generation Z and increase their shopping interest through an integrated digital marketing strategy. For future researchers exploring digital marketing topics such as brand awareness and advertising.

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