

# Decision-making behavior of generation Z in online purchases: A systematic literature review



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**Abstract** This paper explores the decision-making behavior of Generation Z in online purchasing, focusing on the factors influencing their buying choices, the role of social media and influencer marketing, and the broader implications for e-commerce strategies. Generation Z, known for its tech savings and deep integration with digital platforms, significantly shapes modern consumer behavior. Their decision-making process is heavily influenced by peer recommendations, social media interactions, and the rise of influencer marketing, which have become central to their trust-building and preference formation in e-commerce. Unlike older generations, Gen Z's values authenticity, social responsibility, and personalized experiences, prioritizing brands that align with their values. Furthermore, their demand for sustainability in purchasing decisions emphasizes a shift toward environmentally conscious consumption. This paper highlights the implications of these trends for the development of personalized, value-driven marketing strategies in the e-commerce sector. Brands must integrate sustainability, transparency, and tailored shopping experiences to meet the expectations of Gen Z consumers. These findings suggest that adapting to the preferences and expectations of this generation is crucial for businesses to remain competitive and foster long-term consumer loyalty. To support these findings, this study follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to improve the quality of systematic literature reviews (SLRs). We developed keywords, conducted database searches, and cleaned and sorted the data. Key drivers identified include social proof, personalised marketing, sustainability, emotional engagement, and gamification. The study also integrates theoretical frameworks such as the technology acceptance model (TAM) and theory of planned behavior (TPB), to provide structured insights into Gen Z's cognitive and behavioral tendencies. As Gen Z becomes an increasingly dominant consumer group, it is imperative to understand their unique online purchasing behaviour in order to formulate marketing strategies that align with their needs and values.

**Keywords:** consumer trust, digital engagement, sustainable marketing

## 1. Introduction

The rapid growth of digital innovation has influenced consumer behaviour, particularly among Generation Z consumers, who are often referred to as digital natives (Yustini & Prihastuty, 2024). This generation, born between the mid-1990s and early 2010s, has grown up in an era of widespread internet access, smartphones, and social media (Zhulal et al., 2024). These technological advancements have reshaped how Generation Z interacts with brands, processes information, and makes purchasing decisions (Guerra-Tamez et al., 2024). Their online shopping behavior is characterized by an affinity for convenience, personalization, and instant gratification, which sets them apart from previous generations (Lim et al., 2024). Understanding these behaviors is crucial for businesses adapting to the evolving e-commerce landscape (Jayatissa, 2023).

Online purchasing decisions are multifaceted and influenced by various factors, including social media exposure, peer recommendations, product reviews, and personalized advertisements (Simamora & Islami, 2023). Generation Z, in particular, involves a high level of trust in user-generated content and relies heavily on social proofs to validate their purchasing choices (Said et al., 2023). They prioritize values such as authenticity, sustainability, and brand transparency, often using these values as benchmarks for their decisions (Espejo et al., 2025). These traits highlight the need to explore how Generation Z navigates the complexities of online shopping and the factors driving their behaviors (Said et al., 2023).

Despite their growing economic importance on a global scale, research on Generation Z's online purchasing behavior remains fragmented (Li & Hassan, 2023). While some studies have examined specific aspects, such as the role of social media influencers or the impact of mobile apps, a comprehensive understanding is lacking (Espejo et al., 2025). This gap necessitates a systematic literature review to identify patterns, themes, and future research opportunities (Frans Sudirjo et al., 2023). By synthesizing the current findings, this research aims to offer meaningful understanding of Generation Z's behavior in online marketplaces. (Hieu & Loan, 2022).

This systematic literature review also addresses the theoretical frameworks underlying Generation Z's decision-making process in the online context. Drawing on consumer behavior theories such as the theory of planned behavior (TPB) and the



technology acceptance model (TAM), this study explores how cognitive, social, and technological factors interact to shape purchasing decisions. These theoretical lenses offer a structured approach to understanding the dynamics of online consumer behavior, particularly in a generation that exhibits unique digital habits and preferences.

In conclusion, this study aims to bridge this research gap by systematically reviewing the literature on Generation Z's online purchasing behavior. By analyzing the determinants, patterns, and outcomes of their decision-making process, the findings will contribute to both academic knowledge and practical applications (Derbani et al., 2022). Businesses, marketers, and policymakers can leverage these insights to establish strategies that meet specific needs and expectations of Generation Z, ensuring their relevance in an increasingly digital marketplace (Zhulal et al., 2024).

## 2. Materials and Methods

Online shopping has become an integral part of modern consumer behavior, particularly for Generation Z, a cohort that has grown up in the digital era (Popa et al., 2023). As digital natives, Generation Z's purchasing decisions are heavily influenced by their interaction with social media, user-generated content, and digital marketing strategies (Singh, 2024). Unlike previous generations, they value authenticity, personalization, and social proofs when purchasing online (Kunc et al., 2024). Peer influence, online reviews, and influencer endorsements significantly shape their choices, making their decision-making process distinct and complex (Frans Sudirjo et al., 2023). This systematic literature review aims to compile and evaluate existing research focused on the online purchasing behavior of Generation Z, exploring the cognitive, social, and technological factors that drive their decisions.

By consolidating diverse academic findings, this review uncovers essential themes and missing insights in the existing understanding of Generation Z's consumer behavior in online contexts. The study examines the underlying psychological and social dynamics of their purchasing decisions via theoretical frameworks such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). The review also assesses the implications of these behaviors for businesses and marketers, emphasizing the need for personalized, transparent, and value-driven marketing strategies. By providing a comprehensive analysis, this research offers valuable insights for academics and practitioners, highlighting the importance of adapting to the expectations of this influential and rapidly evolving generation in the digital marketplace.

This study follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Moher et al., 2009) to increase the quality of systematic literature reviews (SLRs). We created keyword development, conducted a database search, and cleaned and sorted the data. This study used the Participants, Intervention, Comparison, Outcomes, and Study Design (PICOS) framework to formulate the research questions (Table 1).

**Table 1** PICOS criteria used for formulating research questions.

Components	Description
Participants	Generation Z consumers engage in online purchasing activities regardless of geographic location or demographics.
Intervention	Factors influencing online purchasing decisions include social media, peer recommendations, influencer marketing, and personalized advertising.
Comparison	Purchasing behaviors of other generational cohorts or online decision-making in offline contexts.
Outcomes	Key drivers include trust, social proof, brand authenticity, sustainability considerations, and overall purchase satisfaction.
Study Design	Systematic reviews, qualitative studies, quantitative studies, mixed-methods research, and theoretical frameworks like TAM and TPB.

### 2.1. Keyword development

Initial keyword development for this study focused on constructing comprehensive search terms related to Generation Z, online purchasing behavior, and decision-making factors. The keywords include terms such as "Generation Z AND online shopping behavior AND decision-making," "social media influence AND Gen Z AND e-commerce," and "peer recommendations AND brand authenticity AND Generation Z purchasing." This systematic approach ensures a robust search strategy to identify relevant, high-quality studies across various academic databases.

After compiling the search keywords and retrieving relevant articles via tools such as PubMed, Scopus, and Web of Science, the next step involves meticulous screening and analysis of the gathered literature. This process evaluates key factors driving Generation Z's online purchasing decisions, such as the influence of social proofs, personalization, trust in user-generated content, and values such as sustainability. By systematically synthesizing the evidence, this study aims to comprehensively understand Generation Z's online purchasing behavior and offer actionable insights for businesses and marketers to develop strategies tailored to this digitally driven generation.

### 2.2. Database search



We searched the Scopus, Google Scholar, and Web of Science databases to collect literature relevant to Generation Z's online purchasing behavior and decision-making processes. The research covers publications released between 2015 and 2025 to capture recent developments and key foundational studies. Initially, 4,686 articles were identified in English or other relevant languages. The reduction and extraction process involved removing duplicates, assessing topic relevance, and applying predefined inclusion and exclusion criteria.

The collected articles subsequently underwent a rigorous screening process to ensure the inclusion of only high-quality studies directly addressing the factors influencing Generation Z's online purchasing decisions. This included examining experimental designs, study populations, and key outcomes such as the role of social media, influencer marketing, user-generated content, and brand values such as sustainability. The final selection of studies was systematically reviewed to identify patterns, trends, and critical insights, offering a comprehensive understanding of Generation Z's unique online purchasing behavior and its implications for e-commerce strategies.

### 2.3. Data cleaning and sorting

The data for this study were obtained from related keywords through a rigorous data cleaning and sorting process. Several stages were conducted, including removing duplicate articles, filtering articles by titles and abstracts to assess their relevance, and applying inclusion and exclusion criteria specific to the topic. Articles that did not directly address the factors influencing Generation Z's online purchasing behavior were excluded to maintain the study's precision and focus.

After the initial data cleaning and sorting, the remaining articles were thoroughly evaluated to ensure alignment with the study's objectives. This involved carefully reviewing abstracts, titles, and keywords to confirm their relevance to the research questions. Articles that lacked direct insights into key outcomes, such as the role of social media, peer influence, brand authenticity, or sustainability in Generation Z's purchasing decisions, were excluded. The refined dataset included a focused collection of studies providing meaningful insights into Generation Z's online purchasing behavior and decision-making processes.

Citation data from 4,686 papers, downloaded in RIS format, were initially screened to remove duplicates, resulting in 2,177 articles. A systematic literature review was carried out to determine, assess, and synthesize relevant findings. After reviewing titles, abstracts, and keywords, 1,910 irrelevant papers, those with unclear methodologies or those without suitable theoretical frameworks, were excluded, leaving ten articles for in-depth analysis.

The ten selected articles underwent a comprehensive review and data extraction process to uncover insights into the factors driving Generation Z's online purchasing behavior. Essential concepts, structural patterns, and emerging trends in the literature were identified, with a focus on the influence of social proofs, user-generated content, personalized marketing, and generational values such as sustainability. These findings provide a deeper understanding of Generation Z's unique consumer behavior in the digital marketplace.

The findings from this systematic review add to the growing knowledge base on Generation Z's purchasing behavior, offering actionable insights for marketers and businesses aiming to engage this influential generation. This research Establishes a strong basis for designing evidence-based marketing strategies and future studies by emphasizing the critical drivers of their decision-making process. The detailed screening and analysis procedure, summarized in Figure 1, ensures the inclusion of high-quality studies, reinforcing the reliability and applicability of the findings in both academic and practical contexts.

### 2.4. Research questions

This systematic literature review (SLR) and meta-analysis is conducted to answer the following questions:

- (1) What are the key factors influencing Generation Z's decision-making process in online purchasing compared with other generational cohorts?
- (2) How do social media, peer recommendations, and influencer marketing shape Generation Z's trust and preferences in e-commerce?
- (3) What are the broader implications of Generation Z's online purchasing behavior for developing sustainable, personalized, and value-driven marketing strategies?

## 3. Results

This section presents the data analysis results in three subsections: classification by publication year, characteristics, and review of the included studies.

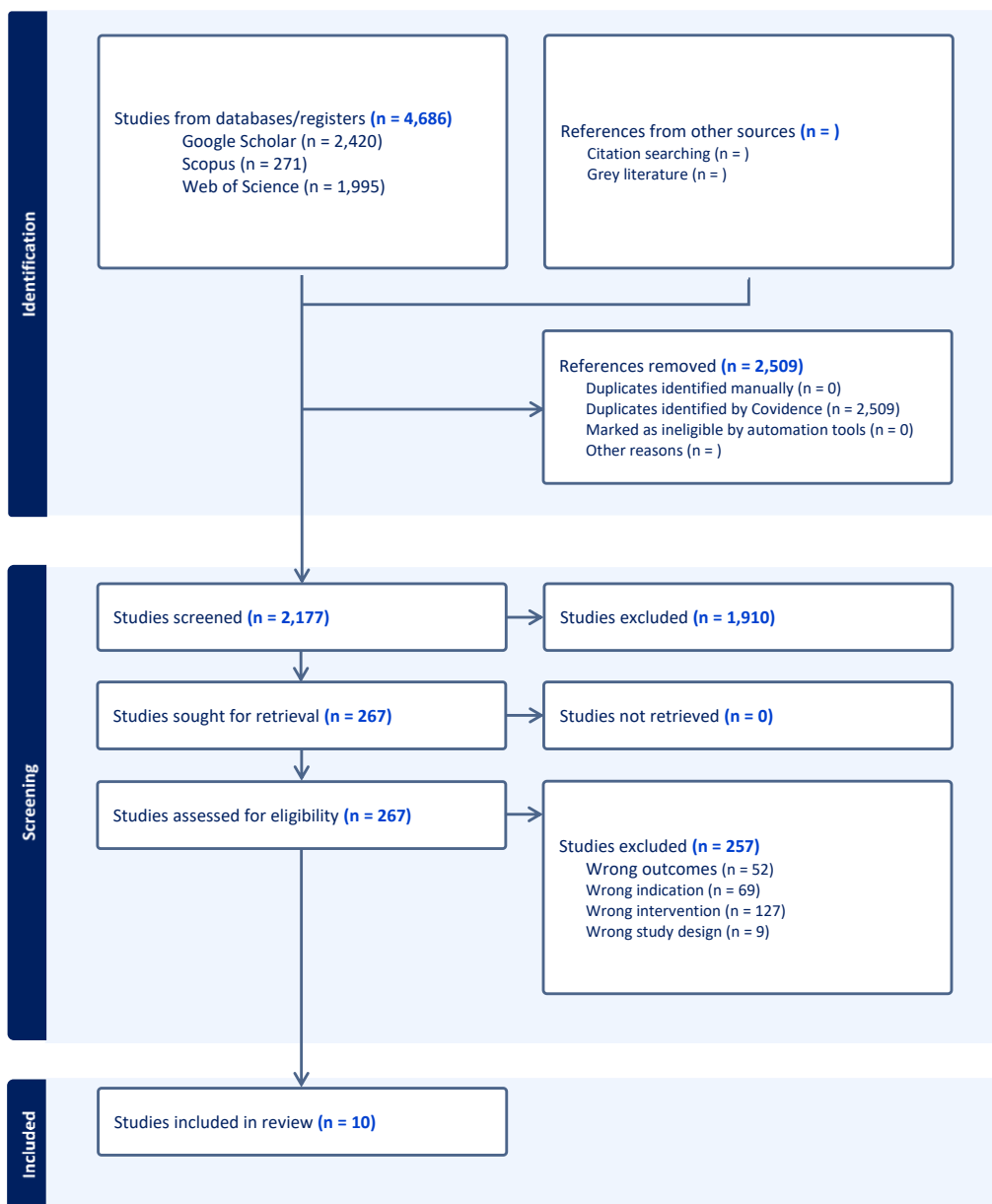


Figure 1 PRISMA flow diagram subtopic title.

### 3.1. Classification basis of the publication year

According to the data displayed by Figure 2, the studies conducted on Generation Z's consumer behavior in the context of e-commerce and online shopping reveal significant insights into their shopping intentions and behaviors, which are influenced by various factors, such as social media, the cultural context, and emotional factors.

In 2019, an Indonesian study explored e-commerce adoption behavior among Gen Z merchants, highlighting the importance of self-efficacy, perceived usefulness, and attitudes in shaping online shopping intentions. This study emphasized the need for businesses to understand the psychological factors that drive e-commerce adoption among Gen Z consumers.

In 2022, multiple studies delved into the diverse factors influencing the online purchasing behavior of Gen Z. One study examined cultural differences in return behavior, noting how consumers in China were less concerned with return policies than their Italian counterparts were. This highlights the cultural influences that affect Gen Z's shopping habits. Additionally, another study investigated the link between smartphone addiction and online compulsive buying, emphasizing how mood regulation and flow experiences influence Gen Z's buying behaviors. These findings underscore the growing importance of considering emotional and psychological aspects in marketing strategies targeting Gen Z consumers.

The year 2023 saw further exploration into online shopping behaviors among Gen Z. Research from China and Vietnam examined the generational gap in online shopping attitudes and identified how younger generations, especially Gen Y and Gen Z, show greater dependency on media and more favorable attitudes toward online shopping. This finding stresses the importance of targeting these younger generations with tailored marketing strategies. Another study in Vietnam explored the



perceived benefits of online shopping festivals (OSFs), revealing that while price and product benefits were significant, the effect of convenience benefits on Millennials was more pronounced than on Gen Z.

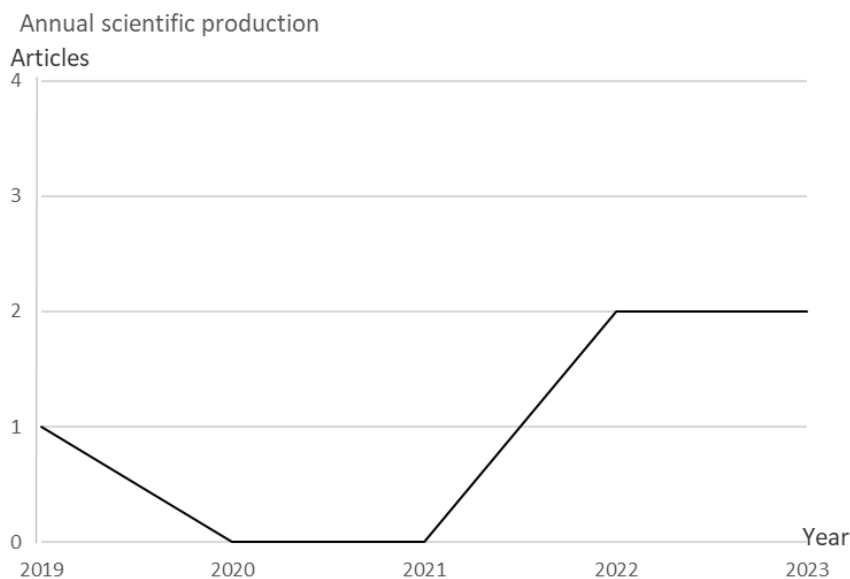


Figure 2 Total publications from 2020-2024.

In 2024, the focus shifted to understanding the impact of social media and environmental concerns on the purchasing decisions of Gen Z. Several studies in 2024 examined the role of social media peer communication (SMPC) and how it increases online shopping intention among Gen Z, indicating the power of peer influence in shaping their purchasing behavior. In addition, Gen Z's willingness to pay (WTP) for environmentally sustainable products, such as green economy hotels, highlighted their increasing concern for sustainability. Furthermore, the influence of gamification in social media marketing significantly affects consumer-brand engagement among Gen Z, offering insights into how to enhance engagement through interactive strategies. Environmental concerns also played a role, as exposure to negative environmental information about brands such as SHEIN reduced purchase intentions, demonstrating the importance of maintaining a positive environmental reputation.

Cumulatively, these studies present a compelling case for businesses to transition toward strategies that cater to Gen Z's unique characteristics, including their reliance on media, cultural influences, emotional factors, and environmental consciousness. Future research should continue exploring the evolving dynamics of Gen Z's online shopping behaviors, focusing on sustainability and emotional engagement to help businesses better understand and target this influential consumer group.

### 3.2. Characteristics of the included studies

Table 2 outlines the characteristics of the included studies on Generation Z's online purchasing behavior and decision-making processes. The first study by Le & Ngoc (2024) in Vietnam analyzed the impact of social media peer communication (SMPC) on online shopping intentions among 280 Generation Z consumers. Using partial least squares structural equation modeling (PLS-SEM), the study revealed that SMPC positively influences online shopping intentions through perceived brand quality (PBQ) and brand preference (BP). The study concluded that businesses should leverage SMPC to enhance online shopping intentions in Gen Z consumers, emphasizing the role of PBQ and BP in this relationship.

In the USA, the second study by (Fei et al., 2024) investigated Generation Z's willingness to pay (WTP) for environmentally sustainable economy hotels. Conducting discrete choice experiment (DCE) method, the study revealed that Generation Z consumers are willing to pay up to \$36 more for green economy hotels, indicating a shift toward sustainability-focused purchasing behavior. The study concluded that green practices are crucial for economy hotels to attract Generation Z customers.

The third study (Lestari, 2019) in Indonesia explored e-commerce adoption behavior among 1,047 valid Generation Z participants. Employing Smart PLS analysis, the research identified strong relationships among self-efficacy, perceived usefulness, attitudes, intentions, and e-commerce adoption. The findings emphasized that individual motives significantly drive e-commerce adoption, suggesting that businesses and policymakers should develop strategies to support these motives and increase adoption rates.

The fourth study by (Huwaida et al., 2024) in Indonesia analyzed factors influencing Generation Z's purchase intentions in social commerce, involving 204 Generation Z users. Using structural equation modeling (SEM), this study identified key drivers such as information quality and social influences. The results highlighted the importance of understanding these factors for businesses to refine their social commerce strategies and engage Gen Z consumers better.



Finally, Huang et al. (2024) examined the moderating effects of gamification on consumer-brand engagement among 305 Generation Z users of Ant Forest in Malaysia and China. Using an online questionnaire survey and PLS-SEM, the research revealed that gamification positively moderates customization while negatively moderating trendiness. The study concluded that incorporating gamification in social media marketing strategies can significantly enhance consumer-brand engagement, particularly by leveraging customization. These insights provide valuable strategies for businesses targeting Generation Z in dynamic e-commerce environments.

**Table 2** Characteristics of included studies.

Author	Country	Purposes	Population	Method	Result	Conclusion	Implications
Thanh-Minh Ha Le & Bui My Ngoc	Vietnam	To analyze the impact of social media peer communication on online shopping intention among Gen Z	280 Gen Z Vietnam	PLS-SEM	SMPC is positively related to online shopping intention through PBQ and BP	SMPC increases online shopping intention among Gen Z with the mediation of PBQ and BP	Important for businesses to understand the influence of SMPC
Ailin Fei	USA	To investigate Gen Z's willingness to pay (WTP) for green economy hotels	Generation Z consumers	Discrete Choice Experiment (DCE)	Gen Z consumers show a higher WTP for environmentally sustainable economy hotels, with potential price increases of up to \$36.	Gen Z is willing to pay more for sustainability, indicating a shift in consumer behavior.	Economy hotels should adopt green practices to attract Gen Z.
Diyan Lestari	Indonesia	Analyze e-commerce adoption behavior among Gen-Z	1047 valid participants	Smart PLS analysis	Strong relationships among self-efficacy, perceived usefulness, attitude, intention, and e-commerce adoption	Individual motives significantly influence e-commerce adoption	Strategies for businesses and policymakers to enhance e-commerce adoption
Labibah Alya Huwaida et al.	Indonesia	To analyze factors influencing Gen-Z's purchase intentions in social commerce	204 Gen-Z users	Structural Equation Modeling (SEM)	Various factors significantly impact purchase intentions, including information quality and social influences	Understanding these factors enhances marketing strategies for Gen-Z	Helps businesses tailor their social commerce strategies
Miao Huang et al.	Malaysia/China	To examine the moderating effect of gamification on the relationship	305 Gen Z users of Ant Forest	Online questionnaire survey, PLS-SEM	Significant direct effects of entertainment, trendiness, customization, and word-of-	Gamification enhances the impact of customization on consumer engagement	Suggests integrating gamification in social media marketing strategies to



		between social media marketing and consumer-brand engagement			mouth on consumer-brand engagement; gamification positively moderates customization and negatively moderates trendiness	while weakening the effect of trendiness	enhance engagement
Francesca Serravalle, Virginia Vannucci, Eleonora Pantano	China, Italy	To explore cultural differences in return behavior for Gen Z consumers	Generation Z consumers in China and Italy	Qualitative approach (semistructured interviews)	Identified differences in return behavior influenced by cultural context; Chinese consumers are less interested in return policies than Italians.	Cultural background significantly impacts return behavior; different approaches to return policies are needed for different cultures.	Provides insights for retailers on tailoring return policies based on cultural norms.
Ran Feng, Alex Ivanov	China	To examine the generational gap in online shopping attitudes from a media dependency perspective	Chinese consumers across generations (N = 2252)	Quantitative analysis (Chinese General Social Survey)	Younger generations (Gen Y and Gen Z) show higher media dependency and more favorable online shopping attitudes than older generations.	Gen Y consumers have a more positive attitude toward online shopping than older groups, while Gen Z does not significantly differ.	Highlights the need for targeted marketing strategies for different generational cohorts in online shopping.
Dorit Zimand-Sheiner & Sabina Lissitsa	Israel	To explore factors predicting the decline in purchase intentions of Generation Z after receiving negative environmental information about SHEIN.	607 SHEIN consumers aged 18-26	Online survey	Exposure to negative environmental information reduced purchase intentions and negative attitudes toward SHEIN.	Negative attitudes and perceived betrayal positively correlate with reduced purchase intentions among Generation Z consumers.	Provides insights for marketing strategies and academic discourse targeting environmentally conscious Generation Z consumers.
Woo Bin Kim et al.	Vietnam	To examine the perceived benefits of online shopping festivals (OSFs)	Young Vietnamese consumers	Online survey (n=245)	High levels of price, product, recreational, and social benefits increase affective commitment	Convenience benefits positively affect commitment only for Millennials	Highlights generational differences in perceived benefits of OSFs



Jingshan Han et al.	China	To explore factors influencing the purchase intention of green products among Generation Z during COVID-19.	259 Chinese Generation Z consumers	Online questionnaire	and advocacy intentions Anticipated positive emotion is the most significant factor affecting purchase intention, followed by perceived behavioral control, personal moral norm, attitude, and subjective norm.	Several factors significantly influence Generation Z's intention to purchase green products in the context of the pandemic.	This highlights the need for marketers and policymakers to focus on the emotional and moral aspects of promoting green consumption among youth.
M.C. Mason et al.	Italy	Investigate the link between smartphone addiction and compulsive buying in Gen Z consumers	275 Generation Z consumers (students)	Survey	Smartphone addiction is positively related to online compulsive buying.	Mood regulation and flow experiences strengthen this relationship.	Highlights the need for marketing strategies targeting Gen Z's behaviors.

3.3. Decision making-behavior of Generation Z in online purchases

Various factors, such as social media, environmental concerns, and personal motivations, significantly influence the decision-making behavior of Generation Z in online purchases. A 2024 study by (Le & Ngoc 2024) analyzed how social media peer communication (SMPC) impacts Gen Z's online shopping intentions. The findings indicated that SMPC positively affects online shopping intentions through perceived behavioral quality (PBQ) and brand perception (BP). This suggests that Gen Z is heavily influenced by their peers' opinions and discussions on social media, which shapes their purchasing behavior. Marketers targeting Gen Z must understand the weight of social influence, especially in digital platforms where peer interactions play a central role in decision-making. This insight is crucial for businesses looking to harness the power of social media to drive sales among younger consumers.

Additionally, environmental concerns are increasingly important in shaping the online purchasing decisions of Gen Z. Research from (Fei et al., 2024) revealed found that Gen Z consumers were more willing to pay (WTP) for environmentally sustainable products, such as green economy hotels. This finding indicates that sustainability is a significant motivator for Gen Z, with many willing to invest more in brands that align with their environmental values. Similarly, a study on Gen Z's purchase intentions for green products during the COVID-19 pandemic revealed that emotional and moral factors were key in driving their decisions. Anticipated positive emotions, perceived behavioral control, and personal moral norms were found to influence Gen Z's intention to purchase green products. These findings suggest that businesses should prioritize sustainability and communicate their environmental efforts to appeal to Gen Z consumers, whose purchase behaviors align with ethical values.

Finally, the increasing reliance on smartphones and digital platforms further shapes Gen Z's decision-making in online purchases. A study by (Mason et al., 2022) highlighted the connection between smartphone addiction and compulsive buying behavior in Gen Z. It was found that smartphone addiction, combined with mood regulation and flow experiences, significantly contributed to impulsive buying tendencies. This shows how digital devices and the convenience of online shopping lead to more spontaneous and sometimes compulsive purchases among Gen Z consumers. Marketers can leverage this by creating seamless, engaging shopping experiences on mobile platforms while being mindful of the emotional triggers influencing purchasing behavior. As the digital environment continues to evolve, understanding Gen Z's psychological and behavioral patterns will be essential for designing effective online marketing strategies.

3.4. Bibliometric analysis

Bibliometric analyses provide a comprehensive overview, facilitating the identification of research trends over time and a conceptual understanding of research patterns. The bibliometric analysis in the following Figure 3 offers a detailed overview





makes social media platforms an essential marketing tool for brands targeting Gen Z, as they actively seek out real-world experiences and opinions before purchasing (Erwin et al., 2023).

Moreover, Gen Z's preferences in e-commerce are shaped by their desire for authenticity and transparency, which is often conveyed through social media interactions and influencer marketing. This cohort values honestly, behind-the-scenes content and personal stories from influencers, which resonates with their values of authenticity and social responsibility. Studies, including those by Huwaida et al. (2024), show that social influences, including recommendations from peers and trusted influencers, significantly impact Gen Z's purchasing decisions. When influencers promote products that align with Gen Z's values, such as sustainability or ethical practices, trust in the brand increases, as does the likelihood of purchase. For businesses, integrating influencers who genuinely reflect the brand's values and engaging with social media authentically are important measures for encouraging trust and loyalty among Gen Z consumers (Prasanna & Priyanka, 2024).

#### *4.3. Broader implications of generation Z's online purchasing behavior for the development of sustainable, personalized and value-driven marketing strategies*

Generation Z's online purchasing behavior has significant implications for the development of sustainable, personalized, and value-driven marketing strategies (Somad, 2024). Gen Z's strong preference for sustainability, as seen in studies such as (Fei et al., 2024) research on their willingness to pay more for environmentally friendly options, signals a shift in consumer priorities toward more eco-conscious purchasing. This generation actively seeks brands that align with their environmental sustainability and social responsibility values, pushing businesses to adopt greener practices and highlighting them in their marketing (Narayanan, 2022). As a result, marketers increasingly focus on transparency, ethical sourcing, and sustainability in their campaigns to cater to this demand (Prasanna & Priyanka, 2024). Companies that fail to embrace these values risk losing Gen Z consumers, who are highly vocal about supporting brands that share their commitment to a sustainable future (Borah et al., 2024).

In addition to sustainability, Gen Z's demand for personalization and tailored experiences is reshaping how businesses approach e-commerce marketing (Salam et al., 2024). As highlighted by (Lestari, 2019) findings on the role of self-efficacy and perceived usefulness in e-commerce adoption, Gen Z expects shopping experiences that are not only relevant but also individualized to their preferences. They gravitate toward brands that use data and technology to provide personalized recommendations, offers, and content. This trend demands that marketers invest in customer data analysis and artificial intelligence tools to better understand and predict Gen Z's needs (McKee et al., 2024). The implication is clear: for businesses to effectively engage Gen Z, they must craft marketing strategies that combine sustainability with highly personalized, value-driven experiences that resonate with this socially conscious and tech-savvy generation (Malik, 2025).

## **5. Conclusion**

On the basis of the reviewed literature, Generation Z's online purchasing behavior is reshaping e-commerce, highlighting key trends in consumer decision-making, trust-building, and value-driven preferences. Social media, peer recommendations, and influencer marketing are pivotal in shaping consumers' trust in brands and influencing their purchasing decisions. Gen Z's reliance on social media for product discovery and validation, as well as its strong preference for peer and influencer endorsements, underscores the importance of these digital platforms in influencing their shopping habits. This generation is tech-savvy and values authenticity, social responsibility, and transparency in the brands they support. As a result, businesses must adapt their marketing strategies to build trust through relatable and genuine online interactions.

Furthermore, the implications of Gen Z's preferences for personalized, sustainable, and value-driven marketing strategies are profound. The demand for tailored shopping experiences, coupled with a commitment to environmental sustainability, challenges brands in adopting more ethical and innovative approaches in e-commerce. By integrating sustainability with personalized recommendations, brands can cater to Gen Z's desire for meaningful and responsible consumption. As businesses evolve to meet these demands, they must prioritize aligning with the values of this generation while ensuring that their marketing strategies are relevant and resonant. Recognising and integrating these trends is key to brand success in order to remain competitive and foster long-term loyalty among Gen Z consumers, ultimately shaping the future of e-commerce.

### **Ethical Considerations**

Not applicable.

### **Conflict of Interest**

The authors declare that they have no conflicts of interest.

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