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Evidence from Punjab Demonstrating How Generation Z's Social Media Mediation Function Affects E-commerce

Abida Hanif [1]

[1] PhD Scholar, Government College University, Lahore, Punjab, Pakistan.

Correspondence Author: abidamohsin002@gmail.com

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ABSTRACT

The progress in technology has a significant impact on people's way of life. A growing number of social media sites are being created as technology develops. Popular social media sites like Instagram, Face book, TikTok, Twitter, and others are indicators of people's increasing internet usage and desire for e-commerce. These days, the majority of social media platforms offer features like live streaming and even purchasing could boost consumption and usage, particularly among Generation Z. Generation Z is open-minded and likes instant gratification, including buying. Apart from the ease of social networking, a variety of reasons help Generation Z make purchasing decisions. As a result, the researcher uses mixed methods, combining qualitative and quantitative research, and collects data via questionnaires and interviews. 384 Generation Z customers in Punjab Province who used social media as a source of e-commerce were included in the sample, which was created using purposive and snowball sampling approaches. The sample was based on customer satisfaction, online purchases, and new manufacturing processes in the previous year. The data was assessed using the logit regression model. The study's conclusions indicate that these e-commerce features have a major and positive impact on Punjabi Generation Z customers' shopping decisions.

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1. Introduction

According to estimates, 52% of Pakistan's population is under 25. Like their peers worldwide, Generation Z in Pakistan grew raised in an era dominated by social media, the Internet, and technology. Compared to previous generations, this generation of consumers can assimilate information far more quickly. Pakistani Generation Z consumers actively use social media platforms to interact with local and foreign users, brands, and to share information, images, videos, ideas, and opinions with individuals both inside and outside of Pakistan. The availability of the internet and the rapid advancement of online technologies have significantly changed the global retail landscape. The emergence of e-commerce, which has revolutionized how customers look for, evaluate, and buy goods, is one of the biggest shifts in this transition. Millions of customers worldwide find online shopping to be convenient, offering a variety of services, competitive pricing, and personalized services that they find appealing. In particular, Generation Z that born between the middle of the 1990s and the start of the 2010s have emerged as one of the online market's most active consumers. This generation is very at ease using digital shopping spaces and browsing online resources because they are used to smartphones, social media, and the fast internet. Experience-based shopping, which goes beyond simply purchasing goods, has been made possible by the growth of e-commerce platforms. Interactive technologies, such as personalized recommendations, targeted ads, social media integration, gamified promotions, flash sales, and influencer marketing, are incorporated into the current online retailing system.

Gen Z, also known as Gen Next, has a strange fascination with marketing decision makers and academicians worldwide. The west has a neat tradition of classifying the generations into nomenclature such as Gen X, Gen Y, and now Gen Z. In general terms, Gen Z is the demographic group that follows Gen Y and X. The following generation's tech-savvy behavior would be reflected in Gen Z's intense and highly active use of social media. A few articles about Generation Z that have been published have concentrated on how today's youth use social media. It is evident that members of Generation Z come from well-off socioeconomic backgrounds and live in fully urbanized, developing nations where access to information and communication technology (ICT) is less restricted and readily available. Gen Z has preferred utilizing cell phones over traditional kid-friendly activities since they were small. This generation is often open-minded and enjoys rapid gratification, particularly when it comes to buying because online shopping is more convenient, time-efficient, and accessible from any location, Gen Z prefers to use social media or e-commerce websites. This generation also likes to get prominence using social media sites like Face book, Instagram, Tik Tok, and others. There are presently three things that each of them purchases online. Initially, visiting (hunting) means viewing e-commerce websites to decide what you wish to purchase or simply perusing the available goods and discounts. Secondly, buying purchasing is the act of making a purchase, which is driven by two things: interest in the current promotions and necessity. Third, the availability of several channels, or multi-channel purchasing.

As technology advances, the role models of Generation Z are changing. Celebrities used to be social role models, but that is starting to change these days. Influencers on social media greatly affect Gen Z's buying choices. Members of Generation Z will utilize social media or the internet to research things before making a purchase, focusing on reliable content creators. Before making a purchase, Gen Z looks for product reviews on social media. One should research the product, including its cost, quality, marketing, and customer feedback, before making a buy. The biggest barrier to online purchasing is the safety element. Customers must enter their address, cell phone number, and other personal information in the delivery format before completing a transaction. Customers must fill out a form with personal information, which raises questions about the information's security and possible misuse. While some customers are eager to comply with the filing obligation since it cannot be avoided

or removed, others are hesitant because they already have faith in the store. When they shop online on social media, customers are worried about the security of their data and the quality of the goods sold. They are discouraged from shopping online because security is not assured when they provide personal information like addresses and phone numbers. Because there are occasionally social media profiles that sell products using images of stolen goods rather than their own. Social media online shopping lacks sufficient data security safeguards to take accountability if there are aspects of fraud and criminal activity that make people hesitant to keep using social media for online shopping. Photo falsification is quite common right now. One store's products are used by other stores, which makes them a component of fraud as the goods in the pictures don't match the ones that would be shipped later. Lastly, the client is reluctant to make a purchase because he fears that one of these variables may contribute to fraud, which results in losses from several parties. Filling out the form also causes the buyer to worry about his data, fearing that it may be misused and utilized for criminal or negative purposes. Customers question the product's genuineness, while sellers feel resentful because the photographs were taken for the store's requirements rather than their own. According to the gathered information and field facts, Generation Z will continue to make purchases despite the substantial danger associated with social media. Instead of having to go through the difficult process of making an on-site purchase, Generation Z would rather take that chance. Researchers, decision-makers, and marketing/service organizations are paying attention to Gen Z's use of social media because they think it affects people's behavior in a variety of ways, including both positive and negative outcomes for individuals, young employees of organizations, and society at large.

1.1 E-Commerce

The process of purchasing or selling items online over the Internet or online services is known as e-commerce. The advent of the internet has profoundly altered the current business landscape in almost every sector, including retail, education, customer service, banking, food and beverage, entertainment, and healthcare. Daniela (2021) reports that e-commerce sales have been steadily increasing, particularly in 2020, when sales climbed by about 78.36%, which is higher than usual when compared to prior years. According to Daniela's (2021) prediction, global e-commerce sales will continue to rise in the year after 2021.It suggested that e-commerce would eventually become the ubiquitous shopping trend and grow in popularity. In addition to the aforementioned, the expansion of mobile devices is increasing e-commerce traffic. Despite higher conversion rates for desktop and tablet visits in 2020, smart phones accounted for over 70% of all retail website visitors in 2021.The future of shopping will continue to be shaped by mobile connectivity as mobile devices become more widely used, particularly in places with inadequate digital infrastructure. In addition to the rise in smart phone usage, another significant factor propelling e-commerce to the top is the Covid-19 pandemic. With the growth of e-commerce, consumers may now take use of a variety of services offered by different e-commerce platforms, enabling them to browse, evaluate, and buy the goods or services they need. Alibaba, Walmart, Home Depot, and Prosus are closely behind Amazon in terms of e-commerce platforms ("World Top ecommerce," 2021). Due to their successful implementation and use of e-commerce platforms; industrialized nations have come to understand the social and economic advantages of e-commerce over time. UNCTAD (2020) reports that e-commerce generates 25.6 trillion dollars worldwide, with the United States, China, and the United Kingdom leading the way. Since 2017, these nations have seen the most e-commerce sales. Some studies (Agwu & Emeti 2014, Eraslan et al. 2016, Heang & Khan 2015) claim that inadequate national policies for e-commerce development, insufficient investment in telecommunication infrastructure, high internet data costs, and a lack of economic and legal regulatory climate are among the factors impeding the adoption of e-commerce in developing countries.

1.2 Social Media

All web-based programs, including mobile apps and online forums, are referred to as social media. It makes it possible for internet users to communicate, share, and create information. According to Alexander Richter and Koch (2007), social media is an online platform and application that promotes interaction, cooperation, communication, and content exchange. These days, almost all small, medium, and large businesses must use social media to promote themselves, generate revenue, and grow their internet business. These days, social media has replaced the traditional practice of in-person purchasing with internet shopping. Additionally, customer behavior and perception, public relations, communication methods, business operations, and procedures have all altered. Customers can now easily buy anything online. It makes it easier for the fashion business to communicate and engage with consumers. However, it facilitates the organization's comprehension of the needs of its clients. It seeks to provide a better product and meet consumer requests through customer feedback, data collecting, analysis, and interpretation. Thus, this study fills a vacuum in the e-commerce literature by simulating the traits that motivate Gen Z in developing nations, particularly Pakistan, to embrace e-commerce. Gen Z, often known as Gen-Z, is made up of individuals born between 1995 and the mid-2000s. The widespread use of the internet is what defines this era (Wood 2013). Children of Generation X make up the majority of Gen Z. From 1965 until 1979, Generation X was born. According to research, Gen Z is viewed as a tech-savvy generation that is at ease in a global setting (Wood 2013). Generation Z has been associated with traits like an emphasis on innovation, a need for security, and a demand for ease (Wood 2013). Gen Z is naturally comfortable in the virtual world. This is due to the fact that they have been using the internet since birth. It is almost impossible to overstate the importance of looking at the adoption of e-commerce among Generation Z in developing nations where technology adoption is comparatively low in comparison to wealthy nations. Gen Z is naturally at ease in the virtual world. This is due to the fact that they have been using the internet since birth. It is almost impossible to overstate the importance of looking at the adoption of e-commerce among Generation Z in developing nations where technology adoption is comparatively low in comparison to wealthy nations.

2. Literature Review

Generation Z has been greatly impacted by social justice movements, economic instability, violent incidents, and technological developments. Although members of previous generations have also faced comparable issues, their historical context is far more profound than that of Generation Z (Seemiller & Grace, 2017). Because of their use of cell phones, home broadband Internet access, and online connectedness at school, Generation Z children have unmatched access to a plethora of knowledge compared to prior generations (Turner, 2015). Because of their use of cell phones, home broadband Internet access, and online connectedness at school, Generation Z children have unmatched access to a plethora of knowledge compared to earlier generations (Turner, 2015). With the exception of sleeping, media exposure is more common among Generation Z youth (Grace-Bridges, 2019). The rise in the amount of time spent on electronic devices is mostly due to the evolution of the smart phone platform, which permits the transfer of multimedia material (Csobanka, 2016).

Martins, Costa, Oliveira, Goncalves, and Branco (2019) discovered that a lack of adequate customer information is making it difficult for marketers to adjust to the demands of Generation Z. Investigating the qualities that customers consider while making an online purchase is so crucial. According to Osei-Frimpong and McLean (2018), social media development platforms like Facebook, LinkedIn, Instagram, YouTube, and others introduced new brand forms and made it simple to communicate with consumers. Concurrently; a brand's creation of a page, channel, or profile greatly boosts the e-loyalty of consumers.

Additionally, Ebrahim (2019) contended that consumers are curious about their communication volumes and habits. As a result, consumers are able to respond to, evaluate, and identify with the brand. However, developing a strong feeling of customers and a meaningful connection between fashion businesses and consumers depends on boosting customer loyalty. According to Kaplan and Haenlein (2010), social media is crucial for business sustainability because it boosts revenue and expansion. Facebook, Second Life, YouTube, Twitter, Wikipedia, and other social media platforms are utilized mostly by brands to influence consumer behavior in a positive way.Online consumption in various communities was examined by Breitsohl, Kunz, and Dowell (2015). According to the study, social media has the biggest and most favorable influence on consumer e-loyalty across all communities. On the other hand, depending on the nature of the community, the impacts of sharing advantages, altruistic and functional actions, and directions vary in significance. Online marketing managers were able to better grasp the demands of customers in various groups, inspire them, and create various online customer strategies thanks to the findings. The literature mentioned above then discovered a link between social media and client e-loyalty. Customers' e-loyalty is positively impacted by a brand's online presence on social media. According to N. Ahmad et al. (2015), it was shown that a fashion brand's positive social media presence increases client e-loyalty. Customers who are unaware of current fashion trends are more aware thanks to social media. To put it briefly, following fashion firms' pages and profiles on a regular basis, staying in touch, and making purchases online all boost client loyalty.

3. Research Methodology

This study's goal is to ascertain how gen z has significant impact on e-commerce. Consequently, the nature of the research study is exploratory. The data is gathered using a qualitative research methodology. 385 Pakistani gen –z that use social media as a medium to make online purchase. Pakistani gen z women who use social media and manage their businesses on any of the platforms were included in this study using a purposive sampling technique. Women received communication through their social media pages and accounts to obtain their consent to participate in the study, and once they agreed, a Google Form link was sent.

The survey questionnaire was created using a rating system, and participants were only allowed to submit it once. We have chosen to combine qualitative and quantitative methods in order to obtain the most accurate and pertinent results. The quantitative approach, according to Musiato (2004), satisfies the requirements of scientific principles that are highly empirical, objective, quantifiable, logical, and methodical. The questionnaire method was used to conduct this study online. We employed the method of inquiry in the form of a questionnaire to gather pertinent data. A self-administered online survey, like a Google Form, is developed to gather information from Generation Z online shoppers. In order to encourage more people to complete the survey, a post containing the survey link was distributed via Facebook, WhatsApp, Instagram, and Microsoft Teams during the data gathering process. The anonymous questionnaire was distributed, and anyone over the age of eighteen could fill it out.

Students at universities and high schools were given the questionnaire to complete through social media, by sharing it in online groups made specifically for this purpose, and by high school teachers who gave the questionnaire to their students for clarification. The following formula (Hu et al., 2022) was used to determine the minimal research sample.

$$\mathbf{Z^2 \bullet p = n \bullet c^2 (1-p)}$$

where

n sample size, p character shares, c (1) allowable range of mistakes, and Z value from statistical tables. We get the following answer about the minimum research sample after entering the aforementioned values into the formula.

$$n = 1.962 \bullet 0.5(1 - 0.5)\ 0.052$$

$$n = 384.16$$

A sample size of 385 respondents is required for the research, according to the formula's result of 384.16. However, only 385 completed surveys from respondents in category Z are required for data relevance. Testing the presented hypotheses supports the assessment of the questionnaire.

4. Conceptual framework

According to some reports, the quantitative approach is more objective and unaffected by research biases than the qualitative approach (Punch, 2000). In a quantitative approach, survey research design is a method that enables researchers to administer a questionnaire to find patterns in population attitudes, opinions, behaviors, or characteristics (Creswell, 2005). The analysis focuses on multifaceted concepts of social media and its impact e-commerce; with differing degrees of agreement regarding their constituent dimensions. To understand the dimensions (and connected variables) we will be utilizing for each, it is important to clarify our conceptual framework. We constructed variables i.e. production, consumer satisfaction; online purchase to measure impact of e-commerce on gen z. To understand the dimensions (and connected variables) we will be utilizing for each, it is important to clarify our conceptual framework. We constructed variables i.e. production, consumer satisfaction; online purchase to measure impact of e-commerce on gen z. The study's independent variable is gen z; the individual participating in the research received the code '1' if participate is under the age of 18-25 within the recent year as of the year of survey, and '0' if they did not. The dependent variable is e-commerce, which is measured by a total of twenty-eight variables. These variables are broken down into six sub-indices i.e. Productivity, new production techniques, privacy, new technology, consumer satisfaction and online purchase. Based on comprehensive literature review on e-commerce and gen z, we have presented a conceptual framework for this study fig (1). The framework clarifies how various e-commerce determinants have impact on gen z with the mediating role of social media.

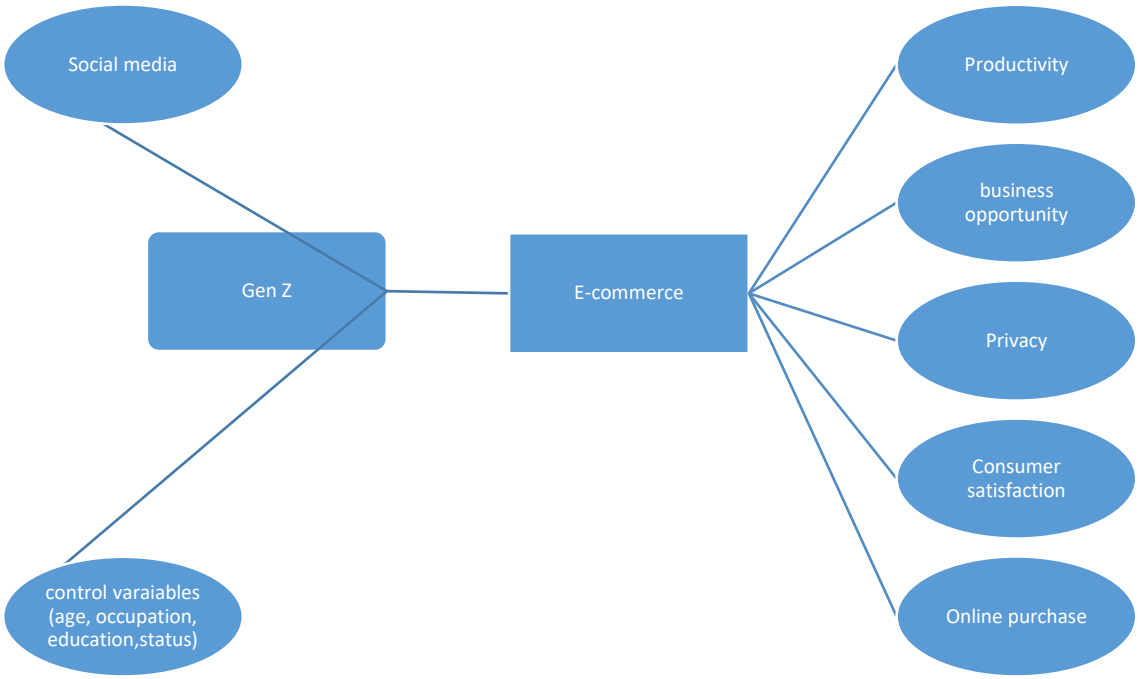


Table 1: *List of selected variables for empirical estimation*

Factors/Dimensions	Description of Variables
Dependent Variable	
e-commerce	Obtained by five dimensions of e-commerce from questions in questionnaire.
Productivity	The launch of 4G caused a dramatic rise in the number of users.
	Customers place orders efficiently through the website.
	E-commerce would enhance production.
Privacy	When making an online purchase, how confident are you in the privacy of the information you provide?
	To what extent are you confident that your online activities are not being monitored or tracked without your consent?
Business opportunity	E-commerce will lead to changes business strategy structure
	E-commerce leads to reduced operating costs
Consumer satisfaction	Online communication with customers is getting easier.
	Customers are growing more accustomed to making purchases online.
Online purchase	Your clients prefer using the internet over going out to have fun.
	All business operations take place online.
	Consumers regularly return to submit online reviews.
	Online customers possess reasonable expectations.
	How confident are you in using a computer and the internet for tasks like shopping, investing, and paying household bills?

Table 2: *List of Control Variables*

Factors/Dimensions	Description of Variables
Age	Age of women in year
Marital Status	Single, Married, separate; Widow
Occupation	Student, House wife, Business, Job; Unemployment
Qualification	Matric, Intermediate, Graduation, Masters, MPhil/M.S, PhD; Professional (e.g. Engineering, LLB, MBBs etc.)
Social media	Facebook, what's app, instragam, snap chat

5. Model and Results

5.1 Basic estimations

The following specifications show the impact of gen z one commerce with mediating variable and control variables:

$$\ln P/1-P = a + \beta_1 ECI_i + \beta_2 SM + \beta_3 X_i + \varepsilon_i$$

Where;

P= gen z response

ECI_i = e-commerce indicators

SM= social media

X_i= control variables

ε_i= error term

E-commerce indicators can be obtained by taking averages of its various dimensions i.e. productivity, business opportunity, online purchase, privacy and consumer satisfaction.

ECI= PD+BO+OP+PR+CS

Where

ECI= e-commerce indicator

PD= Productivity

BO= Business opportunity

OP= online purchase

PR= privacy

CS= consumer satisfaction

The preceding equation illustrates the binary logit model, where P stands for the likelihood of a gen z response. P/ (1 − P) is the ratio of the likelihood that Gen Z will make an online purchase to the likelihood that Gen Z will not make an online purchase. According to the independent variables' regression coefficients, independent variable α is the one that affects whether or not Generation Z makes purchases online. Age, occupation, rank, qualifications, etc. are all included in this article. The e-commerce behavior of Generation Z is reflected in the regression results for these independent variables. These categorical variables must be transformed into dummy variables in order to be included in the model for analysis. This article acknowledges that over fitting and problems with statistical power might result from the use of several predictive factors. We selected variables for the model and used stepwise regression to optimize it in order to reduce this risk.

Thus, we examine the hypothesis as follows;

H_1: Gen Z has a significant influence on e-commerce.

H_2: For Generation Z, education has a positive impact.

H_3: Occupation has a positive effect on gen z.

H_4: Social media positively influences the behavior of Generation Z.

Table 3: *KMO and Bartlett's test*

KMO Value	0.933
Bartlett Sphericity Check Approximate chi-square	4621.73
df	351.00
p	0.000

We initially determine whether search data is appropriate for factor analysis before doing information enrichment research using factor analysis. As can be seen from the table, the data passes Bartlett's sphericity test and the KMO is 0.933, which is greater than 0.6 and satisfies the prerequisite conditions of factor analysis, allowing the data to be used for factor analysis research.

5. 2. Model Application

A binary logit model was created after each variable was defined, and a correlation analysis was performed in accordance with the model setup. Table 5 summarizes the findings of the

binary logit regression analysis and includes statistical information for each variable, including the regression coefficient, z-value, Wald chi-square value, p-value, and OR value. In other words, the regression coefficient indicates the degree to which each independent variable influences the purchase intention of customers; a positive value indicates a positive influence on buy intention, while a negative value indicates an inhibitory effect. The z-value and Wald chi-square value are used to assess the significance of the regression coefficient, whilst the p-value is used to determine whether a variable is statistically significant. When the p-value is less than 0.05, we generally consider a variable to have a significant influence on the dependent variable. The OR value indicates the degree to which the independent variable influences purchase intention; a value greater than 1 indicates a greater probability of purchase intention, whilst a value less than 1 indicates a lower probability. The 95% confidence interval (CI) displays the range of the regression coefficient. If there is no 1 in the confidence interval, the variable has a significant effect on purchase intention. We conducted thorough robustness testing to ensure the reliability and stability of the model results. Comprehensive statistical results, such as regression coefficients, z-values, and p-values, were also included.

Table 5: *Result of binary logit regression*

Term	Regression coefficient	z-value	Waldχ2	p-value	Exp(B)	95% C.I. forEXP(B)	
						Lower	Upper
Constant	9.448	1.220	59.955	.000	12677.725		
Qualification	-.679	.092	54.767	.000	.507	.424	.607
Status	-.438	.129	11.487	.001	.645	.501	.831
Occupation	-.415	.206	4.062	.044	.660	.441	.989
Social media	1.015	.179	32.325	.000	2.760	1.945	3.916
ECI	-.036	.047	.568	.451	.965	.880	1.059

This table provides a detailed description of the regression coefficients obtained from the binary logistic regression model. Each coefficient describes the direction, strength, and statistical significance of the relationship between the predictor characteristics and the probability that Generation Z consumers will make regular online purchases. B (Coefficient); shows, in log odds, the degree and direction of the predictor's influence on the dependent variable. Higher predictor values increase the possibility of making frequent online purchases, as indicated by a positive number; a negative value indicates the opposite. The null hypothesis that the regression coefficient (B) is equal to zero is tested using the Wald Chi-square statistic. A higher Wald value indicates that the predictor makes a substantial contribution to the model. Sig. (p); whether the predictor variable has a statistically significant impact on the dependent variable is shown by the significance level (p-value). The effect is statistically significant if $p < 0.05$, indicating that the predictor significantly affects the likelihood of the result. Exp (B) (probabilities Ratio); shows how the probabilities of the result change when the predictor is increased by one unit while all other predictors remain same. The likelihood of the event is increased when the Exp (B) value is greater than 1, and decreased when it is less than 1. Constant: Indicates the dependent variable's baseline log chances when all predictors are set to zero. It has no direct substantive interpretation and serves as the model's reference point.

The logistic regression results revealed that time spent online was the strongest and most

statistically significant predictor (p < 0.001, Exp (B) = 2.760). Respondents i.e. gen z that spend more than two hours daily on social media are approximately 2.76 times more likely to shop online frequently. For every 1-unit increase in social media score, the odds of adopting e-commerce increase by 176%. Qualification (p = 0.000, Exp (B) = 0.507) also significantly impact on gen z consumption behavior regarding to purchase through e-commerce. Higher qualification reduces odds of Status of respondents (p =0.001, Exp (B) =0.645) show greater odds of frequent online shopping. In contrast, ECI (p = 0.451) was not statistically significant, indicating that all gen z is not interested to purchase online. They believe in physical appearance of product more in order to check the quality of product. So, all hypotheses are accepted except H_1.

Table 6: *Model Summary*

Statistic	Values
-2 Log Likelihood	392.182
Cox &Snell R2	0.295
Nagelkerke R2	0.402
Hosmer–Lemeshow Test	0.432
Classification Accuracy	0.196

The overall level of mismatch between the model and the observed data is measured by the 2 Log Likelihood (2LL) indicator. A lower number means that the model more closely matches the real data. The logarithm of the likelihood of seeing the data under the specified model is expressed by log likelihood; the greater the likelihood (and the lower the 2LL), the better the model fits. Additionally, slower 2LL values suggest a better model fit when comparing different models. The indicator's value of 392.182 indicates that while the model is not flawless, it performs better than the null model (which lacks predictors).

Cox & Snell R2; This coefficient is a logistic regression-adjusted version of the traditional R2 from linear regression. It indicates the percentage of the dependent variable's variability—in this case, the frequency of online shopping—that can be accounted for by the group of independent factors. However, because logistic regression computes using probabilities rather than variances, it has an upper limit of less than 1. Cox & Snell R2 = 0.295 indicates that roughly 29.5% of the variation in the frequency of online buying can be explained by the model. Nagelkerke R2; This modified Cox & Snell R2 allows values between 0 and 1 by rescaling the outcome. It is a substitute for R2 in linear regression and is frequently referred to as a pseudo coefficient of determination. Nagelkerke R2 = 0.402, the model accounts for 40.2% of the variation in the likelihood that a respondent shop online frequently. This is a good level of explanation in the social and behavioral sciences. The Hosmer-Lemeshow Test (p) compares the anticipated probabilities with the observed results by grouping them. This is a test for logistic regression's goodness of fit. H0: The model provides a good match to the data. H1: The data does not fit the model. The model fits well if p >0.05 (H0 is not rejected). Hosmer-Lemeshow p = 0.432 > 0.05 in our instance. There are no notable differences between the anticipated and observed values, indicating that the model fits the data quite well. Classification Accuracy; this statistic shows the proportion of cases that the model successfully classifies, i.e., if it accurately determines who falls into the category of regular and infrequent online shoppers. The confusion matrix (predicted vs. actual categories) is its foundation. Typical accuracy values in social science research fall between 65 and 80%. In our instance, the model properly classifies about 75% of respondents with a classification accuracy of 73.1%, which is an excellent outcome for behavioral data.

Conclusion

The rapid development of e-commerce has changed how Generation Z interacts with online markets. Being digital natives, the generation is among the most active groups of people who shop online since they are well-versed in social media and online technologies. As mentioned in the study, because of influencer marketing, social media connections, flash deals, and personalized suggestions, current e-commerce offers services that are meant to create highly participatory experiences. They are linked to the emergence of the so-called E-Commerce Experience Trap, in which customers are psychologically impacted by persuasive online services, despite the fact that they are practical and enable consumers to learn more about a product. A variety of psychological factors, like as social media and influencer marketing, have a significant impact on Generation Z's purchasing behavior. These factors also affect customer views by creating emotional connections, reliability, and trust with brands. Despite the fact that internet shopping is more efficient, convenient, and offers a greater selection of goods, repeated exposure to persuasive advertising techniques can lead to impulsive buying, choice fatigue, and a loss of financial control. Therefore, ethical marketing strategies that prioritize consumer welfare and openness should be adopted by marketers, legislators, and platform developers. Future research must also look into the long-term psychological and financial impacts of online buying on Generation Z consumers.

Declaration of Conflicting Interest

The author declared no potential conflicts of interest with respect to research.

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