



From Social Media to Dining Decisions: The Influence of Online Food Reviews and Social Media on Generation Z's Purchase Intention and Trust in Muslim-Friendly Restaurants

ZAINON HAJI BIBI^{1, a}, AIZA JOHARI^{2, b} and AZLINA BUJANG^{3, c}

^{1,2, &3} Universiti Teknologi MARA, Sarawak Branch Malaysia

^azaino054@uitm.edu.my

^baiza@uitm.edu.my

^cazlina80@uitm.edu.my

Abstract

Online food review sites and social media have changed how consumers select restaurants, search for information, and decide where to eat. Generation Z often uses the internet and social media to gather information before making decisions. Building customer trust through reliable internet communication has become crucial for Muslim-friendly eateries to influence customers' purchase intent. Even as social media marketing and electronic word-of-mouth (eWOM) become increasingly popular in the restaurant business, little research has examined how they affect Generation Z's trust and purchase intention in the context of Muslim-friendly eateries. This study, based on the Stimulus–Organism–Response (S-O-R) paradigm, examines how social media marketing and online food reviews affect consumer trust. It also looks at how trust influences purchase intention toward Muslim-friendly restaurants. A structured questionnaire is used to collect data from selected Generation Z consumers in a quantitative cross-sectional study. SPSS 31.0 will be used to analyse the study model, and the measurement items are modified from verified and established scales. According to the study's hypothesis, online food reviews and social media marketing have a favorable impact on consumer trust, which in turn increases buy intention. Additionally, it is anticipated that consumer trust will mediate the connections between buy intention and digital marketing architecture. This study contributes to the body of knowledge on Muslim-friendly restaurants, focusing on digital marketing, consumer behavior, and electronic word-of-mouth. In addition, this study can help the business owner develop a restaurant marketing strategy to improve customer trust.

Keywords: Social media marketing; electronic word-of-mouth (eWOM); consumer trust; purchase intention; Generation Z; Muslim-friendly restaurants; Stimulus–Organism–Response (S-O-R) framework.

1. Introduction

The digital technology has transformed the way that consumers look for information and select restaurants. Restaurants can promote their menus, campaigns, customer experiences and reputation on social media platforms, including Instagram, TikTok, Facebook and Lemon8. Consumers can look up reviews, ratings and recommendations on platforms like Google Reviews, TripAdvisor and social networking sites. Simply put, restaurant choice is a digitally mediated process where consumers assess restaurant- and consumer-generated information before choosing where to eat. Generation Z is especially important because it is very dependent on digital media in the buying process. Gen Z consumers are more likely to rely on a mix of official restaurant social media content and user-generated online reviews to feel confident about a restaurant, rather than a single source. Hence, visual content, customer experiences and peer recommendations are regarded as significant factors in their dining decision making. This behaviour is becoming increasingly relevant for Muslim-friendly restaurants, given the continued growth of the global halal economy. Halal certification remains important, but consumers also look at service quality, atmosphere, authenticity, hygiene, online reputation and digital presence. For Generation Z, much of this assessment is done online, and social media marketing and online food reviews are important sources of information when choosing Muslim-friendly restaurants.

Previous studies looked into social media marketing, influencer marketing, electronic word of mouth (eWOM), consumer trust, purchase intention, and halal food purchasing behavior separately. Some of the key studies are as follows: Pahor Zvanut & Zabukovec Baruca, (2026) studied social media marketing and Ngo et al. (2024) studied online information adoption through eWOM. Rizomyliotis (2026) studied consumer trust in online environments, and Abreu-Ledón et al. (2026) studied purchase intention. But these factors tend to be studied one at a time, rather than as part of a single restaurant decision-making process. A key research gap is that prior research either examines restaurant-generated communication (e.g., official social media marketing) or consumer-generated communication (e.g., online food reviews). Generation Z consumers tend to utilise both sources together prior to developing trust and making decisions about dining. Besides, the mediating role of Consumer Trust between these multiple digital information sources and Purchase Intention has been less studied, especially in the setting of Muslim-friendly restaurants.



Most of the research done so far has also centred on retail, e-commerce, fashion, cosmetic, branded products zouri (2026), Babu et al. (2024), Ding (2024), Rajagukguk (2026), and Zeqiri et al. (2026) or general halal food buying Bawono et al. (2022), Febriandika et al. (2023), Juliana et al. (2025), Khasanah (2025), and Irfany et al. (2024). A significant contextual research gap is the lack of research on Generation Z's purchase intention toward Muslim-friendly restaurants. Hence, this research investigates the influence of Social Media Marketing and Online Food Reviews on Consumer Trust and Purchase Intention toward Muslim-friendly restaurants among Generation Z. The stimuli are Social Media Marketing and Online Food Reviews, the organism/internal psychological mechanism is Consumer Trust, and the response is Purchase Intention in accordance with the Stimulus–Organism–Response (S-O-R) framework. This study aims to contribute to the research on digital marketing, consumer behavior, hospitality management, and halal food marketing by integrating restaurant-generated and consumer-generated digital information in one framework, while offering practical insights for restaurant managers to enhance consumer trust and boost Generation Z's intention to patronize Muslim-friendly restaurants.

2. Literature Review

2.1 Digital Information Sources for Restaurant Decision-Making

Digitalization has shifted restaurant decision-making from relying on traditional factors like personal recommendations, location, price, and quality of service to a process increasingly supported by multiple digital information sources. Consumers now depend on official restaurant social media, online food reviews, influencer recommendations, and user-generated content to assess food quality, service, ambiance, pricing, and customer satisfaction before visiting a restaurant. This transformation is especially important for Generation Z, who actively compare information across platforms like TikTok, Instagram, Facebook, YouTube, Google Reviews and TripAdvisor. The research of Lu et al. (2026), Ridwan et al. (2025), and Kabir et al. (2025) showed that digital information has a significant impact on the purchasing and restaurant selection behaviour of Generation Z. But past research has tended to look at individual information sources in isolation. Hence, the joint influence of restaurant-generated and consumer-generated information remains under-investigated, particularly for Muslim-friendly restaurants, where trust is vital.

2.2 Marketing on Social Media

Social media marketing enables companies to establish direct, interactive relationships with consumers through information sharing, engagement, entertainment, and relationship building. Wijaya et al. (2021) identified five major dimensions of social media marketing, namely, entertainment, interaction, trendiness, customization and electronic word-of-mouth (eWOM). Their framework has been widely applied in marketing, hospitality, tourism and consumer behaviour research. Recent studies by Ding (2024), Wright and Cherry (2023), Pereira et al. (2025), Leung et al. (2022), and Eandhizhai et al. (2026) also found that social media and influencer marketing can increase brand value, authenticity, trust, and purchase or restaurant-visit intentions among Generation Z. However, existing studies are mainly related to influencers, luxury brands, fashion or general hospitality and focus on direct behavioural effects, instead of the underlying psychological mechanisms. Research on restaurant-owned social media and Muslim-friendly restaurants is particularly scarce. Hence, social media marketing should also be interpreted as restaurant-generated information that affects trust development and purchase intention.

2.3 Electronic Word of Mouth (eWOM)

Online food reviews are a major source of consumer-generated digital data that enable consumers to share experiences and recommendations regarding food quality, service, ambiance, pricing and satisfaction. These reviews help potential customers reduce uncertainty before visiting restaurants. Wijaya et al., (2021) found in the Information Adoption Model (IAM) that information quality, credibility, usefulness, and adoption influence purchase intention. Thus, consumers judge the credibility and utility of reviews, rather than simply accepting them. Moreover, studies by Cuc et al. (2025), Mahasuweerachai and Suttikun (2026), and Lu et al. (2026) provide additional support for the influence of online reviews and consumer-generated content on Generation Z's confidence, trust, and purchase or restaurant-visit intention. However, research remains focused on e-commerce, products, fashion, and generic restaurant contexts. There has been little attention devoted to Muslim-friendly restaurants and to analyse online reviews together with restaurant generated communication. Therefore, online food reviews should be considered as a complementary digital information source that contributes in the formation of consumer trust.

2.4. Consumer Confidence

Consumer trust is an important psychological mechanism that reduces uncertainty and perceived risk, and enhances consumers' confidence in products, services and organisations. Trust is developed when consumers perceive an



organization as honest, competent, reliable and able to deliver its promises (Monfort et al., 2025). Their framework has been used extensively in digital marketing, hospitality, tourism and e-commerce. Restaurants can build trust with social media content and consumers can build trust with online reviews. The restaurant's transparent and authentic communication may improve perceptions of reliability, and credible, useful customer reviews can reduce uncertainty by providing evidence from previous customers. This is especially the case for restaurant services, where quality can usually be judged only after consumption. Trust is even more important for Muslim-friendly restaurants where consumers may evaluate the quality of food and service as well as halal compliance, cleanliness, authenticity, transparency and credibility. However, most previous studies examine trust that emerges from social media marketing or eWOM separately and focus on e-commerce, retail, tourism, and brand contexts. Hence, this study chose Consumer Trust as the mediating construct to explain the influence of Social Media Marketing and Online Food Reviews on Generation Z's Purchase Intention toward Muslim-friendly restaurants.

2.5 Purchase Intention Toward Muslim-Friendly Restaurants

Purchase intention is the willingness or deliberate intention of an individual to buy a product or service. In the setting of restaurants, it includes the willingness of consumers to visit, dine at, recommend and continue to patronise a restaurant. Purchase intention represents an important behavioural outcome that may develop as consumers evaluate and interpret marketing information encountered through social media and online reviews (Marlien et al., 2021). Generation Z's purchase intention is increasingly shaped by digital information. They usually will compare official restaurant social media, online food reviews and peer recommendations before deciding to go. According to Febriandika et al. (2023), Juliana et al. (2025) and Khasanah (2025) the purchase intention of halal consumption is influenced by halal, digital, behavioural and psychological factors. In the meantime, the importance of restaurant attributes and digital content on restaurant selection and visit intention are highlighted by Kabir et al. (2025), Pereira et al. (2025) and Mahasuweerachai and Suttikun (2026). Yet, the existing literature tends to treat purchase intention as a direct outcome of individual factors, seldom focusing on the psychological processes that mediate between digital information and behavioural outcomes. Halal studies also generally focus on religiosity, halal awareness, and halal involvement. Little research has examined Muslim-friendly restaurants and the combined influence of restaurant-generated and consumer-generated information.

2.6. Review of Literature and Research Gap

Overall, the literature supports that digital technologies have significantly affected the decision making of restaurants, especially for Generation Z. Social Media Marketing provides information created by restaurants while Online Food Reviews/eWOM provide information created by consumers. Both can influence consumers' evaluation, trust and behavioural intention. But there are three significant gaps: First, the majority of studies examine Social Media Marketing and Online Food Reviews in isolation, whereas consumers frequently use both simultaneously. Second, relatively little research explains consumer trust as the psychological mechanism linking these digital information sources to purchase intention. Thirdly, the majority of the existing studies have been conducted on e-commerce, retail, tourism, general hospitality or halal food consumption, with relatively fewer studies on generation Z and Muslim-friendly restaurants. The literature supports an integrated framework in which Social Media Marketing and Online Food Reviews influence purchase intention through the development of consumer trust, in the context of Gen Z's decision-making toward Muslim-friendly restaurants. The Stimulus–Organism–Response (S-O-R) framework explains how external environmental stimuli influence individuals' internal psychological states and subsequently shape their behavioral responses (Hochreiter et al., 2023). Consumers do not react directly to outside influences but rather go through a process of cognitive and emotional evaluation of information before taking behavioural actions. Therefore, the S-O-R framework has been extensively used in marketing, hospitality, tourism, e-commerce and digital consumer behaviour studies. Stimuli in the digital environment include various types of online information (social media marketing, online reviews, influencer recommendations, digital advertising, and other electronic communication). These stimuli are processed by consumers through psychological mechanisms such as trust, perceived value, satisfaction, perceived risk and emotional responses, which in turn lead to behavioural intentions.

The three components of the S-O-R framework for this study are:

Stimulus (S): Information Sources, Digital The external stimuli are provided in two forms of digital information: Social Media Marketing (SMM) refers to information created by the restaurant, such as official communications on Instagram, TikTok, Facebook, and other digital platforms. Online Food Reviews/eWOM is the consumer-generated information, such as customers' dining experiences and recommendations shared through review platforms and social media. These sources offer complementary information that helps consumers evaluate restaurants before making dining decisions.



Organism (O): Consumer Confidence Consumer trust is an internal psychological assessment that is formed after consumers assess information produced by the restaurant as well as information produced by the consumer. It reflects consumer's trust on honesty, credibility, reliability and authenticity of the Muslim-friendly restaurants. Trust is particularly important because restaurant experiences cannot be fully evaluated prior to consumption and trustworthy digital information is necessary to reduce uncertainty. Response (R): Intention to Purchase The behavioural outcome, Purchase Intention is a reflection of consumers' willingness to visit, choose and continue to patronise Muslim-friendly restaurants after establishing confidence through their evaluation of digital information. For this study, the S-O-R framework has several advantages. Firstly, it explains how digital information impacts behaviour through an underlying psychological mechanism, without assuming only direct relationships. Second, it integrates information generated by restaurants and consumers in one model, offering a more complete explanation of Generation Z's restaurant decision-making. Third, it is especially suitable for Muslim-friendly restaurants, where consumers may process multiple sources of information before generating sufficient confidence to make dining decisions. Therefore, this research uses the S-O-R theory as the main theory to understand the impact of Social Media Marketing and Online Food Reviews on Consumer Trust, which then leads to Generation Z's Purchase Intention toward Muslim-friendly restaurants.

3. Methodology

This study uses a quantitative research approach with a structured survey questionnaire to investigate the effect of Social Media Marketing (SMM) and Online Food Reviews (OFR) on Generation Z Purchase Intention (PI) toward Muslim-friendly restaurants, with Consumer Trust (CT) as a mediating variable. The study used a cross-sectional research design and collected data from Generation Z respondents at a single point in time. The study's research design was descriptive and explanatory because it described the level of each construct and investigated causal relationships among variables based on Stimulus–Organism–Response (S-O-R) theory. In this regard, SMM and OFR are the external stimuli, Consumer Trust is the internal psychological state (organism) and Purchase Intention is the behavioural response. The Statistical Package for the Social Sciences (SPSS) version 26 was used to analyse the 150 valid responses. The analysis used descriptive statistics (mean and standard deviation), reliability testing using Cronbach's Alpha, and inferential analyses (correlation and regression), including mediation analysis using Hayes' PROCESS Macro (Model 4) with bootstrapping procedures.

4. The Impact of Social Media Marketing on Consumers' Trust

4.1 Impact of Social Media Marketing (SMM) on Consumer Trust (CT) toward Muslim-friendly restaurants.

The findings demonstrate that Social Media Marketing (SMM) had a significant positive effect on Consumer Trust ($\beta = .794$, $t = 15.87$, $p < .001$). The model explained 63.0% of the variance in Consumer Trust ($R^2 = .630$) and was statistically significant, $F(1, 148) = 251.87$, $p < .001$. This finding supports the S-O-R framework, where SMM acts as the stimulus influencing Consumer Trust as the organism. Additionally, TikTok was the primary restaurant discovery platform among respondents (77.3%), highlighting the importance of social media in shaping Gen Z consumers' perceptions of Muslim-friendly restaurants. (Refer to Table 1)

Table 1: Impact of Social Media Marketing on Consumer Trust

Relationship	β	R^2	t	p	Result
SMM → Consumer Trust	.794	.630	15.87	< .001	Significant

4.2 Impact of Online Food Reviews (OFR) on Consumer Trust (CT).

Results indicated that Online Food Reviews (OFR) had a significant positive effect on Consumer Trust ($\beta = .746$, $t = 13.63$, $p < .001$). The model explained approximately 55.7% of the variance in Consumer Trust ($R^2 = .557$) and was statistically significant, $F(1, 148) = 185.71$, $p < .001$. This finding supports the S-O-R framework, where online food reviews act as an external stimulus influencing Consumer Trust as the organism. Additionally, 71 respondents identified customer reviews and ratings as an important factor when choosing a restaurant, highlighting the role of consumer-generated information in Gen Z's evaluation of Muslim-friendly restaurants. (Refer to Table 2)



Table 2: Impact of Online Food Reviews (OFR) on Customer Trust (CT)

Relationship	β	R ²	t	p	Result
SMM → Consumer Trust	.794	.630	15.87	< .001	Significant
OFR → Consumer Trust	.746	.557	13.63	< .001	Significant

4.3 Impact of Consumer Trust on Purchase Intention

Consumer Trust (CT) had a significant positive effect on Purchase Intention (PI) ($\beta = .896$, $t = 24.55$, $p < .001$). The model explained approximately 80.3% of the variance in Purchase Intention ($R^2 = .803$) and was statistically significant, $F(1, 148) = 602.55$, $p < .001$. This finding supports the S-O-R framework, where Consumer Trust represents the organism and Purchase Intention represents the behavioural response. Additionally, 72.7% of respondents reported dining at Muslim-friendly restaurants often or very often, indicating a high level of familiarity with these restaurants among Gen Z respondents. (Refer to Table 3)

Table 3: Impact of Customer Trust on Purchase Intention

Research relationship	β	R ²	t	p	Result
SMM → CT	.794	.630	15.87	< .001	Significant
OFR → CT	.746	.557	13.63	< .001	Significant
CT → PI	.896	.803	24.55	< .001	Significant

4.4 Consumer Trust as a Mediator in the Relationship Between Social Media Marketing and Purchase Intention

Consumer Trust significantly mediated the relationship between Social Media Marketing and Purchase Intention. The indirect effect was significant ($B = .725$, 95% bootstrap CI [.558, .914]), as the confidence interval did not include zero. The direct effect of Social Media Marketing on Purchase Intention remained significant after including Consumer Trust in the model ($B = .195$, $p = .006$), indicating **partial mediation**. Thus, Social Media Marketing influences Purchase Intention both directly and indirectly through the development of Consumer Trust. (Refer to Table 4)

Table 4: Mediation effect of Customer Trust

Effect/Path	B	p	95% Bootstrap CI	Result
SMM → CT (a)	.832	< .001	—	Significant
CT → PI (b)	.871	< .001	—	Significant
SMM → PI Total Effect (c)	.920	< .001	—	Significant
SMM → PI Direct Effect (c')	.195	.006	—	Significant
Indirect Effect (a × b)	.725	—	 [.558, .914]	Significant

4.5 The mediating role of consumer trust in online food reviews and purchase intention

Consumer Trust significantly mediated the relationship between Online Food Reviews (OFR) and Purchase Intention (PI). The indirect effect of OFR on Purchase Intention through Consumer Trust was significant ($B = .650$, 95% bootstrap CI [.501, .797]), as the confidence interval did not include zero. After Consumer Trust was included in the model, the direct effect of OFR on Purchase Intention was not statistically significant ($B = .108$, $p = .063$). This indicates that **Consumer Trust fully mediates the relationship between Online Food Reviews and Purchase Intention**, suggesting that online food reviews influence Gen Z's purchase intention toward Muslim-friendly restaurants primarily through the development of consumer trust. (Refer to Table 5)



Table 5: Mediating Role of Consumer Trust Between OFR and Purchase Intention

Effect/Path	B	p	95% Bootstrap CI	Result
OFR → CT (a)	.697	< .001	—	Significant
CT → PI (b)	.933	< .001	—	Significant
OFR → PI Total Effect (c)	.759	< .001	—	Significant
OFR → PI Direct Effect (c')	.108	.063	—	Not significant
Indirect Effect (a × b)	.650	—	[.501, .797]	Significant

The findings provide empirical support for the Stimulus–Organism–Response (S-O-R) framework in explaining Generation Z's purchase intention toward Muslim-friendly restaurants. Overall, respondents reported positive perceptions of Social Media Marketing (M = 3.89), Online Food Reviews (M = 3.83), Consumer Trust (M = 3.81), and Purchase Intention (M = 3.86). All constructs also demonstrated excellent internal consistency, with Cronbach's alpha values ranging from .910 to .955. (Refer to Table 6)

Table 6: Summary of constructs

Construct	Mean	Cronbach's Alpha (α)	Interpretation
Social Media Marketing	3.89	.910	Positive / Excellent reliability
Online Food Reviews	3.83	.954	Positive / Excellent reliability
Consumer Trust	3.81	.931	Positive / Excellent reliability
Purchase Intention	3.86	.955	Positive / Excellent reliability

The inferential findings further demonstrate that both Social Media Marketing and Online Food Reviews significantly influence Consumer Trust, while Consumer Trust significantly influences Purchase Intention. These relationships support the S-O-R framework, in which Social Media Marketing and Online Food Reviews function as external stimuli, Consumer Trust represents the internal psychological state or organism, and Purchase Intention represents the behavioural response. The mediation findings provide further insight into the importance of Consumer Trust. Consumer Trust partially mediated the relationship between Social Media Marketing and Purchase Intention, indicating that social media marketing influences purchase intention both directly and indirectly through trust. In contrast, Consumer Trust fully mediated the relationship between Online Food Reviews and Purchase Intention, suggesting that online food reviews influence purchase intention primarily through the development of trust. Overall, the findings highlight Consumer Trust as a key psychological mechanism connecting digital information sources with Generation Z's intention to support Muslim-friendly restaurants.

5. Conclusion and Recommendations

This study highlights the important role of digital information in shaping Generation Z's purchase intention toward Muslim-friendly restaurants, particularly in a dining context where trust, credibility, and halal considerations are important. The findings showed positive perceptions of Social Media Marketing (M = 3.89), Online Food Reviews (M = 3.83), Consumer Trust (M = 3.81), and Purchase Intention (M = 3.86). The results further demonstrated that Social Media Marketing and Online Food Reviews significantly influenced Consumer Trust, while Consumer Trust significantly influenced Purchase Intention. Importantly, Consumer Trust partially mediated the relationship between Social Media Marketing and Purchase Intention and fully mediated the relationship between Online Food Reviews and Purchase Intention, highlighting trust as an important psychological mechanism connecting digital information with behavioural intention. Respondents also considered halal certification, price, food quality, taste, and cleanliness when selecting restaurants. Therefore, Muslim-friendly restaurants should complement attractive social media content and positive online reviews with clear, credible, and transparent information about their halal status and practices to strengthen consumer confidence. Future research should use larger, more diverse samples beyond students and Sarawak, compare different social media platforms, and examine additional factors such as perceived credibility, halal certification, food quality, perceived value, and brand image. Future studies may also apply PLS-SEM or other advanced analytical approaches to examine more complex relationships among these variables. Overall, the findings demonstrate that while digital marketing and online reviews play important roles in Generation Z's restaurant decisions, building Consumer



Trust and providing clear halal-related information are important for strengthening purchase intention toward Muslim-friendly restaurants.

Reference

- Abreu-Ledón, R., Luján-García, D. E., Garrido-Vega, P., Machuca, J. A. D., & Borroto-Pentón, Y. (2026). Evaluating the use of structural equation modeling in online purchase intention research: A comprehensive review (2000–2023). *Technological Forecasting and Social Change*, 225, 124512. <https://doi.org/10.1016/j.techfore.2025.124512>
- Babu, E., Joseph, N. M., & Aboobaker, N. (2024). Unveiling the impact of influencer attributes on purchase intention of Gen Z: The moderating role of parasocial interaction. *Global Business Review*. <https://doi.org/10.1177/09721509241280996>
- Bawono, A., Saputra, Y., & Annur, F. (2022). Analysis of Gen Z Muslims' interpersonal behavior in halal food purchasing in Indonesia. *Journal of King Abdulaziz University: Islamic Economics*, 35(1), 99–115. <https://doi.org/10.4197/Islec.35-1.6>
- Cuc, L. T., Thuy, L. T., Truong, D. X., & Van Phuong, N. (2025). The impact of online product reviews on Gen Z's consumers' purchase intentions for fashion products in e-commerce in Hanoi, Vietnam. *Architecture Image Studies*, 6(3), 1558–1575. <https://doi.org/10.62754/ais.v6i3.488>
- Ding, L. (2024). The effect of social media influencers' trustworthiness on customers' perceived brand value, and purchase intention: A perspective of Gen Z. In S. Tabari & Q. S. Ding (Eds.), *Celebrity, social media influencers and brand performance: Exploring new dynamics and future trends in marketing* (pp. 39–62). Palgrave Macmillan. https://doi.org/10.1007/978-3-031-63516-8_3
- Eandhizhai, P. G., Kavitha, A., Rajaram, Y., Lenin, S., & Priya, E. G. V. (2026). AI-driven social media marketing and purchase intention: The roles of brand trust, consumer citizenship behaviour, and digital participation among Generation Z. *International Review of Management and Marketing*, 16(4), 384–393. <https://doi.org/10.32479/irmm.22943>
- Febriandika, N. R., Wijaya, V., & Hakim, L. (2023). Gen-Z Muslims' purchase intention of halal food: Evidence from Indonesia. *Innovative Marketing*, 19(1), 13–25. [https://doi.org/10.21511/im.19\(1\).2023.02](https://doi.org/10.21511/im.19(1).2023.02)
- Hochreiter, V., Benedetto, C., & Loesch, M. (2023). The Stimulus-Organism-Response (S-O-R) paradigm as a guiding principle in environmental psychology: Comparison of its usage in consumer behavior and organizational culture and leadership theory. *Journal of Entrepreneurship and Business Development*, 3(1), 7–16. <https://doi.org/10.18775/jebd.31.5001>
- Irfany, M. I., Khairunnisa, Y., & Tieman, M. (2024). Factors influencing Muslim Generation Z consumers' purchase intention of environmentally friendly halal cosmetic products. *Journal of Islamic Marketing*, 15(1), 221–243. <https://doi.org/10.1108/JIMA-07-2022-0202>
- Juliana, J., Limayurid, A. S., Adirestuty, F., Ridlwani, A. A., Rusmita, S. A., & Ismail, S. (2025). Intention to buy halal food through the ShopeeFood application on Generation Z Muslims. *Journal of Islamic Accounting and Business Research*, 16(8), 1349–1369. <https://doi.org/10.1108/JIABR-04-2023-0120>
- Kabir, F., Talukder, M. B., Ahmed, G. M. S., & Kumar, S. (2026). Factors influencing the selection of restaurants for Generation Z in Bangladesh. In V. Hassan & A. Singh (Eds.), *Cultural pressures and mental health challenges in Gen Z's digital world* (pp. 141–168). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3373-4516-1.ch006>
- Kanthawongs, P., Chitcharoen, C., & Kanthawongs, P. (2021). The potential online fashion buyers of Gen Z in Thailand. In *2021 6th International Conference on Business and Industrial Research (ICBIR)* (pp. 41–46). IEEE. <https://doi.org/10.1109/ICBIR52339.2021.9465855>
- Leung, X. Y., Sun, J., & Asswailem, A. (2022). Attractive females versus trustworthy males: Explore gender effects in social media influencer marketing in Saudi restaurants. *International Journal of Hospitality Management*, 103, 103207. <https://doi.org/10.1016/j.ijhm.2022.103207>
- Lu, Y., Ding, X., & Lin, Y. (2026). How TikTok influences Gen Z's consumer decisions: A systematic review. *International Journal of Consumer Studies*, 50(3), e70206. <https://doi.org/10.1111/ijcs.70206>
- Mahasuweerachai, P., & Suttikun, C. (2026). Creating a crave for local food: How TikTok food review videos stimulate impulsive visits to local restaurants. *Journal of Global Marketing*, 39(2), 183–196. <https://doi.org/10.1080/08911762.2025.2569618>
- Marlien, R. A., Putri, C., Basiya, R., & Suteja, B. (2021). Analysis of factors affecting consumer's purchase intention impact on customer behavior outcomes. In *Proceedings of the 3rd International Conference on Banking, Accounting, Management and Economics (ICOBAME 2020)* (pp. 430–434). Atlantis Press. <https://doi.org/10.2991/aebmr.k.210311.086>



- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and brand image. *Sustainable Technology and Entrepreneurship*, 4(3), 100105. DOI: 10.1016/j.stae.2025.100105.
- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10(11), e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Pahor Zvanut, A., & Zabukovec Baruca, P. (2026). Social media marketing strategy in the tourism industry: A systematic literature review. *Tourism Planning & Development*, 23(3), 459–492. <https://doi.org/10.1080/21568316.2025.2549069>
- Pereira, P., Piramanayagam, S., Mallya, J., & Patwardhan, V. (2025). How restaurant influencers' characteristics impact Gen Z's restaurant visit: An elaboration likelihood perspective. *Cogent Business & Management*, 12(1), 2532858. <https://doi.org/10.1080/23311975.2025.2532858>
- Rajagukguk, S. A. (2026). Perceived authenticity in influencer marketing: Effects on Indonesian Generation Z purchase behavior in social commerce platforms. In *2026 4th IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI)*. IEEE. <https://doi.org/10.1109/IATMSI68868.2026.11465279>
- Ridwan, N. H., Musa, C. I., & Haeruddin, M. I. M. (2025). Decision-making behavior of Generation Z in online purchases: A systematic literature review. *Multidisciplinary Reviews*, 8(12), 2025384. <https://doi.org/10.31893/multirev.2025384>
- Rizomyliotis, I. (2026). Consumer trust and online purchase intention for sustainable products. *American Behavioral Scientist*, 70(5), 706–724. <https://doi.org/10.1177/00027642241236174>
- Tabari, S., & Ding, Q. S. (Eds.). (2024). *Celebrity, social media influencers and brand performance: Exploring new dynamics and future trends in marketing*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-031-63516-8>
- Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238. <https://doi.org/10.5267/j.ijdns.2021.6.011>
- Zeqiri, J., Gleason, K., Todor, R. D., & Zegullaj, F. (2026). Influencer marketing and purchase intentions among Generation Z in emerging markets: A regional consumer context. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2026.2667896>