

## DIGITAL MARKETING FACTORS AND BUYING BEHAVIOUR IN THE FASHION INDUSTRY: EVIDENCE FROM GEN Z CONSUMERS IN AFRICA

ФАКТОРИ ДИГИТАЛНОГ МАРКЕТИНГА И КУПОВНЕ НАВИКЕ У МОДНОЈ  
ИНДУСТРИЈИ: ПРИМЕР ПОТРОШАЧА ГЕНЕРАЦИЈЕ Z У АФРИЦИ

Abdulraheem Mulikat<sup>1</sup>  
Imouokhome Ebun Omoniyi<sup>2</sup>  
Tajudeen Alaburo Abdulsalam<sup>3</sup>

Department of Marketing, University of Ilorin, Ilorin, Nigeria

**Abstract:** The fashion industry, especially within e-commerce, stands as a highly dynamic sector, being the largest business-to-consumer (B2C) market with a global valuation of \$768.7 billion in 2023 and an anticipated annual growth rate of 9.4%, potentially reaching \$1,103.1 billion by 2027, underscoring its constant evolution. This growth is further propelled by the COVID-19 pandemic, which has brought significant health and economic challenges, greatly affecting the apparel, fashion, and luxury (AF&L) sectors. The research examines the effect of specific digital marketing factors on Gen Z buying behaviour across Africa's fashion industry, concentrating on Congo (38%), Tanzania (32%), Nigeria (30%), and Egypt (27%), according to Gen Z's population growth rate in Africa. A quantitative approach with a descriptive-correlational method was used, surveying 328 responses (85% sample rate) from Gen Z fashion consumers. Statistical analyses such as ANOVA, regression, and correlation coefficient were conducted, revealing significant evidence of the influence of digital marketing factors on Gen Z's buying behaviour, with a strong correlation (R value of .862) and considerable explanatory power (R square value of .743). The study suggests that firms should develop engaging content, enhance awareness, and promote interaction, while regulatory bodies should monitor digital marketing practices. The empirical findings add to the expanding knowledge base within the African context, providing a foundation for future research to investigate specific cultural and socio-economic factors influencing Gen Z's buying behaviours in other industries.

**Keyword:** Africa, Buying behaviour, Digital marketing factors, Fashion industry, Gen Z.

**Сажетак:** Модна индустрија, посебно у оквиру е-трговине, представља веома динамичан сектор, највеће тржиште за пословање оријентисано према потрошачима (business to consumer, B2C) са глобалном вредношћу од 768,7 милијарди долара у 2023. и предвиђеном годишњом стопом раста од 9,4%, потенцијално

<sup>1</sup>mailmulik@gmail.com, ORCID ID 0000-0002-6818-4438

<sup>2</sup>omolebun@yahoo.uk.com, ORCID ID 0000-0002-0744-4320

<sup>3</sup>abdulsalamtajudeenalaburo@gmail.com, ORCID ID 0009-0008-1481-1265



*Abdulraheem Mulikat, Imouokhome Ebum Omoniye, Tajudeen Alaburo Abdulsalam*

достигујући 1.103,1 милијарду долара до 2027. године, што наглашава њен стални пораст. Овај раст је додатно подстакнут пандемијом COVID-19, која је донела значајне здравствене и економске изазове, у великој мери утичући на секторе одеће, моде и луксуза (AF&L). Истраживање испитује ефекат специфичних фактора дигиталног маркетинга на понашање у куповини припадника генерације Z у афричкој модној индустрији, концентришући се на Конго (38%), Танзанију (32%), Нигерију (30%) и Египат (27%), према стопи раста становништва генерације Z у Африци. Коришћен је квантитативни приступ са дескриптивно-корелационом методом, анкетирањем 328 одговора (85% узорка) потрошача модних производа генерације Z. Спроведене су статистичке анализе као што су, ANOVA, регресија и коефицијент корелације, које су откриле значајне доказе о утицају фактора дигиталног маркетинга на куповно понашање припадника генерације Z, са јаком корелацијом ( $R$  вредност од .862) и значајном снагом објашњења ( $R$  квадратна вредност од .743). Студија сугерише да компаније треба да развију занимљив садржај, унапреде свест и подстакну интеракцију, док би регулаторна тела требало да надгледају праксе дигиталног маркетинга. Емпиријски налази доприносе проширењу базе знања у афричком контексту, пружајући основу за будућа истраживања специфичних културних и социо-економских фактора који утичу на куповно понашање генерације Z у другим индустријама.

**Кључне речи:** Африка, куповно понашање, дигитални маркетиншки фактори, модна индустрија, генерација Z.

**JEL Classification:** M31.

## INTRODUCTION

The fashion industry is the largest business-to-consumer (B2C) e-commerce market, valued globally at \$768.7 billion in 2023, and it is expected to grow annually by 9.4%, reaching \$1,103.1 billion by 2027 (Statista, 2024). In 2023, the global fashion e-commerce market is projected to surpass \$820 billion, with internet penetration expected to reach over \$1.2 trillion by 2027 (Statista, 2024). Apparel remains the dominant segment, though accessories and footwear also contribute significantly to the market's revenue. This growth highlights the industry's deep penetration into global lives and its dynamic, ever-evolving nature. Amid this growth, the COVID-19 pandemic has presented unparalleled health and economic challenges, profoundly impacting the apparel, fashion, and luxury (AF&L) sectors (Ritch, 2023). Despite these difficulties, fashion companies have leveraged their digital expertise to navigate the crisis more effectively, underscoring the importance of digital and analytics capabilities for future resilience. The emergence of digital marketing has transformed the way fashion brands interact with consumers, especially Generation Z (Gen Z), born between the

mid-1990s and early 2010s (Shin, Eastman, & Li, 2022). This tech-savvy generation's buying behaviour is closely tied to their digital experiences, making it crucial for brands to understand and adapt to these trends. In Africa, where the fashion industry is burgeoning, digital marketing's impact on Gen Z's purchasing decisions is particularly noteworthy. As of January 2024, Morocco boasted the highest internet penetration in Africa at about 91 percent, trailed by Libya with roughly 88 percent and the Seychelles at around 87 percent. In contrast, South Sudan, Burundi, and the Central African Republic had the lowest levels of internet prevalence among their populations (Mlambo et al., 2019). This high internet penetration rate suggests a sustainable opportunity for fashion brands to leverage digital marketing strategies by capitalising on the growing fashion industry in Africa and the increasing influence of Gen Z consumers.

In this digital and wireless age, marketers can better inform their customers using the internet and a host of new platforms. Marketing strategies are shifting away from traditional methods, which are declining in usage, towards focused marketing programmes intended to develop closer associations with customers in more narrowly defined markets (Batat, 2024). Advancements in communication platforms are dramatically transforming how organisations interact with current and prospective customers. Digital marketing is a very important tool that cannot be ignored by organisations that desire to succeed in this contemporary society (Cheng et al., 2021). In today's competitive landscape, organisations must go beyond maintaining good customer relationships and generating profits; they need to engage with customers individually and enhance their satisfaction (Nguyen & Mutum, 2012). Targeting the profit aspect of an organisation while reaching customers in the most convenient form to build a viable and profitable relationship should be a primary concern. Digital marketing strategies such as social media marketing, influencer partnerships, email campaigns, and targeted ads utilise the internet's capabilities to deliver personalised and captivating content. For Gen Z, who are digital natives, their purchasing journey often begins and evolves online (Hinduan, Anggraeni, & Agia, 2020; Baykal, 2020; Bhalla, Tiwari, & Chowdhary, 2021; Hameed & Mathur, 2020). Digital marketing platforms like Instagram, TikTok, and YouTube significantly influence their fashion choices (Goel & Diwan, 2022; Sinulingga et al., 2022; Kristi & Aruan, 2023). Influencers and celebrities play pivotal roles in shaping Gen Z's perceptions and preferences, making them essential players in the digital marketing ecosystem (Salam, 2024;

Zatwarnicka-Madura, Nowacki, & Wojciechowska, 2022; Kaabachi et al., 2021). Africa's rapid internet penetration and smartphone adoption have led to a surge in online activities among young consumers (Ngubelanga & Duffett, 2021). This digital shift, reflective of global trends, underscores Africa's unique socio-economic landscape, where mobile technology often surpasses traditional infrastructure development. Consequently, African fashion brands are increasingly using digital marketing to connect with and engage their target audience.

Moreover, Africa's cultural diversity presents both challenges and opportunities for digital marketers (Raji et al., 2024). Fashion preferences vary widely across regions, influenced by local traditions, social norms, and economic factors. Grasping these subtleties is crucial for developing digital marketing strategies that connect with Gen Z audiences. Successful campaigns in urban areas with high internet penetration may need to be tailored differently for rural areas with limited digital access. The distinctive traits of Generation Z further influence how digital marketing affects their purchasing behaviours (Katsikeas, Leonidou, & Zeriti, 2020). This generation values authenticity, transparency, and social responsibility, actively seeking to align their purchases with their values. Brands that authentically prioritise social and environmental causes are more inclined to secure the loyalty of Generation Z. Digital marketing serves as a powerful tool for communicating brand values and fostering a sense of community and connection (Sundaram, Sharma, & Shakya, 2020; Chakraborty & Biswal, 2024). Academic research provides valuable insights into the factors that influence the purchasing behaviour of Generation Y (Gen Y) and Generation Z (Gen Z) consumers in the fashion industry. Muralidhar and Raja (2019) examine the characteristics of purchase intentions among Gen Y and Gen Z, identifying key modern demand variables crucial in the fashion sector. Pillay and Struweg, (2023) explore the influence of electronic word-of-mouth on brand affection among Gen Z consumers, highlighting the significant role of digital influence in shaping consumer attitudes. Ligaraba et al. (2023) investigate the factors that influence the intention to reuse online and mobile grocery shopping among young adults in South Africa, indicating a broader trend toward digital shopping behaviours. Cvrtak et al. (2022) analyse the online behaviour of Gen Z when purchasing fashion products, focusing on the digital pathways and preferences that drive their purchasing decisions. Lues (2024) examines the factors that impact fashion brand loyalty among Gen Y students in South

Africa, emphasising the importance of brand loyalty in retaining consumers within the fashion industry.

Despite the rich insights provided by previous studies, several research areas remain unaddressed. Firstly, while previous studies discuss various factors influencing purchasing behaviours and brand loyalty (Rahman et al., 2021; Ozuem et al., 2021), there is limited focus specifically on digital marketing factors and their direct impact on Gen Z's buying behaviour in the African fashion industry. Furthermore, the existing literature predominantly addresses consumer behaviour in specific regions, such as South Africa, without a broader pan-African perspective (Ligaraba et al., 2023). The dynamic interplay between various digital marketing elements (awareness, reach, persuasion, and interaction) and their collective impact on Gen Z's purchasing decisions has not been comprehensively explored. Therefore, the study fills these gaps by investigating the specific digital marketing factors that influence buying behaviour among Gen Z consumers across Africa in the fashion industry. This provides a more holistic understanding of the digital influences shaping contemporary consumer behaviour. This is necessary as the fashion industry continues to evolve. Understanding the digital touchpoints driving Gen Z's purchasing decisions will be crucial for brands to remain competitive and relevant in this dynamic market.

## **1. GENERATION Z (GEN Z) BUYING BEHAVIOUR**

Gen Z, born roughly between 1991 and 2010, is rapidly becoming a significant consumer group in the fashion industry (Chaturvedi et al., 2020). This cohort, characterised by its digital nativity (Ventura, 2018), diverse outlook (Priporas et al., 2017), and social consciousness (McCoy et al., 2021), is reshaping traditional buying behaviours. Understanding Gen Z's behaviour is crucial for fashion brands aiming to remain relevant and competitive in a rapidly evolving market. Gen Z has grown up in the digital age, making them proficient in using technology and social media. This fluency translates into a preference for online shopping. According to Bassiouni and Hackley (2014), a significant proportion of Gen Z prefers shopping online due to convenience, variety, and the ability to easily compare prices. According to Brand, Rausch and Brandel, (2022), they rely heavily on online reviews and influencer recommendations, demonstrating the power of digital marketing in shaping their decisions. Fashion brands designed a robust online presence by engaging with Gen Z through platforms like Instagram,

TikTok, and YouTube, where influencers play a pivotal role in promoting products (Sun et al., 2022).

Gen Z distinguishes itself from earlier generations by placing significant emphasis on sustainability and ethical considerations when making purchasing decisions (Dabija, 2018). They prefer brands that show dedication to environmental protection, fair labour standards, and societal well-being. This change towards mindful buying habits indicates that Gen Z is prepared to pay extra for fashion products that are sustainably and ethically made (Lissitsa & Kol, 2021). Brands that fail to adopt sustainable practices risk losing relevance among this demographic. The rise of thrift shopping and the popularity of second-hand marketplaces among Gen Z further highlight their preference for sustainable fashion choices (Aina & Ezeuduji, 2021). Gen Z values individuality and self-expression, as reflected in their fashion choices. They prefer brands that offer personalised experiences and allow them to express their unique identities. Customisable products and personalised marketing strategies resonate well with this demographic (Aires et al., 2024). Fashion brands should utilise data analytics and artificial intelligence to provide personalised recommendations and customise their marketing messages to align with the preferences of Gen Z consumers. The success of fashion brands like Nike, which offers customisable sneakers, underscores the importance of personalisation in appealing to this generation (Chetioui & El Bouzidi, 2023).

While Gen Z is willing to invest in sustainable and ethical products, they are also price-conscious and seek value for money (Kgomo & Modley, 2023). This generation has grown up during economic uncertainty, making them more cautious with their spending. They are adept at finding discounts and deals online, often using multiple platforms to compare prices before making a purchase. Brands that offer high-quality products at affordable prices, along with transparent pricing strategies, are likely to attract Gen Z consumers (Khalil et al., 2021). Fast fashion brands like Zara and H&M have capitalised on this by providing trendy, budget-friendly options, though they are now facing scrutiny over their sustainability practices (Ligaraba et al., 2023). Digital marketing plays a crucial role in shaping Gen Z's buying behaviour. Platforms like Instagram, TikTok, and YouTube are not just for social interaction but also for discovering and purchasing fashion items. Influencers and peer reviews significantly impact their purchasing decisions (Lissitsa & Kol, 2021). Gen Z trusts peer recommendations and user-generated content more than traditional advertising. According to Wessels et

al. (2023), fashion brands harness the power of social media by collaborating with influencers who align with their brand values and engaging in authentic, transparent communication with their audience.

African Gen Z consumers are avid users of social media platforms like Instagram, Twitter, and Facebook, where they seek inspiration, share experiences, and engage with brands (Maziriri et al., 2023). This digital immersion has accelerated their exposure to global trends, making them more discerning and socially conscious shoppers. Sustainability is a rising trend among African Gen Z consumers, particularly in fashion (Msosa, 2023). They prioritise eco-friendly brands and products, reflecting a broader shift towards ethical consumerism (Abdulsalam & Tajudeen, 2024a). Economic factors, such as varying income levels across African countries, influence their price sensitivity and shopping behaviour (Ntobela & Mbukanma, 2024). While some prioritise affordability, others seek premium products as a status symbol. Cultural influences heavily impact Gen Z's fashion choices and brand perception (Cho et al., 2022). Traditional African attire is increasingly celebrated and integrated into modern fashion, reflecting a pride in heritage and a desire for authenticity (McGregor & Schumaker, 2006). Brands that align with these values and demonstrate cultural sensitivity tend to resonate more with African Gen Z consumers. Overall, Gen Z's behaviour in the fashion industry is ever-evolved due to digital proficiency, value for sustainability, desire for personalisation, price sensitivity, and reliance on social media influence (Kılıç et al., 2021). Fashion brands must adapt to these preferences by embracing digital platforms, committing to sustainable practices, offering personalised experiences, and maintaining transparent and authentic communication. By understanding and catering to the unique characteristics of Gen Z consumers, fashion brands can secure their loyalty and thrive in a competitive market.

## **2. DIGITAL MARKETING**

Digital marketing in the fashion industry refers to the use of digital channels and technologies to promote and sell fashion products and services (Purnomo, 2023; Raji et al., 2024). These strategies are essential for fashion brands to reach their target audience, increase visibility, and differentiate themselves from competitors (Saura et al., 2021, 2023). The impact of digital marketing on fashion has been significant, changing how brands interact with and sell to customers. Despite the ease of connecting with customers and

growing a business, fashion brands face strategic decisions in choosing the most effective digital marketing channels and tactics (Tariq et al., 2022). For example, social media marketing allows brands to engage with customers, showcase products, and build their brand on platforms like Instagram, Pinterest, and TikTok (Varadarajan et al., 2022). In overall, fashion brands can enhance their digital marketing strategies by considering various factors, as follows:

*Awareness:* Target audiences learn about a product through advertisements. This stage is difficult because the target audience may not remember the product after seeing the ad. Consumers are exposed to numerous ads daily, but they only recall a small fraction of the brands they see (Erlangga, 2021). According to Melović et al. (2020), digital marketing is a reliable tool for creating awareness about what you offer. By effectively utilising it for market-based objectives, firms can disseminate the message through platforms worldwide. According to Makrides et al. (2020), awareness refers to the extent to which consumers are informed about a brand's existence, products, and values through various digital channels. This showcases that the higher the levels of brand awareness, the greater the increase in consumer interest and engagement, ultimately driving sales. Gen Z consumers, who are digital natives, frequently interact with brands on digital platforms, blogs, and e-commerce sites. They value authenticity and transparency, seeking brands that align with their personal values and lifestyles (Ferina et al., 2021). Digital marketing strategies that effectively leverage influencers, targeted advertisements, and interactive content can enhance brand visibility and create a positive perception among these consumers. Consequently, awareness plays a pivotal role in the decision-making process by providing consumers with the necessary information to compare products and make informed choices (Hien & Nhu, 2022). Brands that consistently deliver engaging and informative content can then build trust and loyalty, making consumers more likely to choose their products over competitors. However, the effectiveness of awareness as a digital marketing factor is contingent upon the brand's ability to adapt to the rapidly changing digital landscape and the specific cultural contexts of African markets (Jadhav et al., 2023). Thus, a nuanced approach that considers local preferences and trends is essential for maximising the impact of awareness on buying behaviour in the fashion industry.

*Reach:* It displays the number of unique individuals who have been exposed to a brand's message over a specific period. Wang (2020) pinpoints



that it should not be confused with the customer's view and engagement of the advertised content. High reach ensures that a brand's promotional content, new collections, and marketing campaigns are visible to a broader audience, increasing the likelihood of attracting potential customers. The consumer demographic, characterised by its digital activeness, relies heavily on social media, influencers, and online platforms to discover and engage with fashion brands (Dastane, 2020). While extensive reach can boost brand awareness, it cannot guarantee consumer engagement or conversion (Erlangga, 2021). Gen Z consumers in Africa are discerning, often valuing authenticity, social proof, and personalised experiences (Dastane, 2020). Brands complement reach with strategies that foster meaningful interactions, including engaging content, influencer partnerships, and community-building initiatives. However, the effectiveness of its reach is limited by digital literacy rates and internet accessibility in different African regions. Brands then consider reach as a digital marketing factor to optimise their market share strategies effectively (Ferina et al., 2021). Academic literature has discovered that while reach is fundamental in capturing the attention of Gen Z consumers, it is part of a holistic digital marketing approach that drives actual purchasing behaviour (Hien & Nhu, 2022). Thus, reach solely pertains to Gen Z individuals with the potential to see the marketing messages on the digital platform (Jadhav et al., 2023). This is expressed as either an absolute figure or a percentage of a given marketing message to certain consumers. Consequently, according to Peter and DallaVecchia (2021), when adopting contemporary promotion and marketing strategies, firms consider the role of digital marketing as a tactic for reaching Gen Z consumers.

*Attention:* As discussed by Nuseir and Aljumah, (2020), it implies the active processing of content information in business surroundings. It defines the mind's focus on a particular question or line of thought, necessitating the withdrawal from other purchase stimuli to effectively engage with the chosen brand focus. To capture customers' attention through digital marketing, the message must clearly explain why and how it provides significant value to the customer (Makrides et al., 2020). Attention is the gateway to consumer engagement and ultimately influences Gen Z buying behaviour since consumers are susceptible to marketing messages that drive choices. Capturing and maintaining attention is challenging yet crucial for marketers. This is because Gen Z's attention is often captured through visually appealing content, influencer endorsements, and interactive experiences (Melović et al., 2020). Gen Z, being digital natives, are adept at filtering out irrelevant

content, making it difficult and essential for marketers to create visually stimulating, authentic, and relatable content. Its key aspect lies in the concept of 'micro-moments,' where brands capture consumer attention in brief yet impactful interactions (Nabieva, 2021). These moments occur throughout the consumer journey, from initial awareness to post-purchase engagement, highlighting the need for marketers to be strategic and creative. Although attention is not solely about capturing initial interest, it also involves maintaining engagement over time (Olson et al., 2021). Marketers need to continuously adapt their strategies to keep pace with changing consumer preferences and trends. Consequently, marketers employ innovative strategies to capture and retain attention (Pandey et al., 2020), ultimately influencing buying behaviour in a competitive and dynamic digital landscape.

*Persuasion:* According to Shankar et al., (2022), it involves actions that drive behaviour through written and spoken words conveying messages, emotions, and understanding. It serves as a platform for two-way communication, effectively persuading both potential and current Gen Z consumers to purchase products. While being known for their digital activeness and constant connectivity, Gen Z deeply engages with online content, making them susceptible to persuasive marketing techniques (Saura, 2021). Persuasion encompasses social proof, scarcity, authority, and emotional appeal (Wessels et al., 2023). Social proof, exemplified by influencer endorsements and user reviews, leverages Gen Z's tendency to trust peer opinions and authentic experiences (Wang, 2020). Influencers, who often embody aspirational lifestyles, can sway purchasing decisions through relatable and credible recommendations (Nair & Gupta, 2021). Scarcity tactics, like limited-time offers, generate a feeling of urgency, encouraging immediate purchases to prevent missing out. This is particularly effective in industries that are fast-paced and highly responsive to trends (Ntobela & Mbukanma, 2024). Authority, through expert endorsements, enhances credibility and trust (Veleva & Tsvetanova, 2020). Brands perceived as leaders and innovators command loyalty and drive sales through their established reputation. Emotional appeal, using storytelling and visually compelling content, resonates strongly with Gen Z's value-driven and experience-oriented mindset. Campaigns that resonate with their principles, such as sustainability and social justice, have the power to create deep emotional bonds and foster strong brand allegiance (Nuseir & Aljumah, 2020). Digital platforms facilitate these persuasive techniques by offering personalised and interactive experiences that traditional media cannot match.

However, their effectiveness depends on authenticity and alignment with Gen Z's values. Overly aggressive or insincere marketing can lead to scepticism and brand rejection (Olson et al., 2021). Consequently, a balanced approach that combines persuasive techniques with genuine engagement is essential for influencing buying behaviour in this digitally savvy demographic.

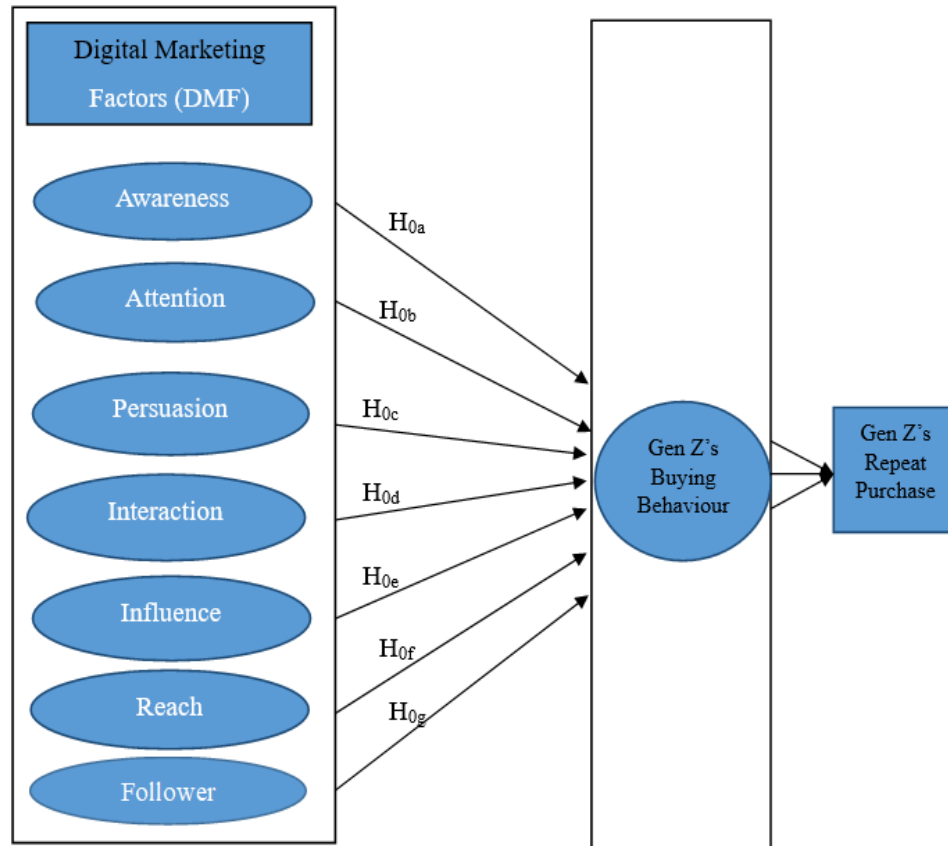
*Interaction:* According to Varadarajan et al. (2022), it involves using a two-way communication platform that allows purchasers to engage directly with an organization. While this exchange can occur face-to-face, over the past decade, it has increasingly taken place online through digital marketing sites. Engaging with customers via these platforms significantly influences their buying behaviour. According to Tariq et al. (2022), interaction on digital platforms involves utilising networks to enhance the Gen Z buying experience. This is further fostered by social media engagement, real-time customer service and interactive content. Digital marketing platforms serve as primary arenas for interaction, where brands engage with consumers through comments, direct messages, and user-generated content. Gen Z consumers tend to trust and purchase from brands that actively communicate and respond to their inquiries and feedback (Pandey et al., 2020). This two-way communication builds brand loyalty and fosters a sense of community. Real-time customer service through chatbots and live chats enhances the customer experience by providing immediate responses and solutions (Peter & Dalla Vecchia, 2021). This immediacy is crucial for Gen Z, who expect quick resolutions and personalised attention. Brands that excel in this area are often perceived as more reliable and customer-centric. Moreover, interactive content, including polls, quizzes, and virtual try-ons, captivates Gen Z's attention and encourages active participation (Purnomo, 2023). This not only boosts engagement but also offers crucial insights into consumer preferences and behaviours, which in turn helps brands refine their marketing strategies more efficiently.

*Influence:* Sun et al., (2022) describe digital marketing influence as cultivating relationships with individuals who raise awareness of firms' products. This relies on providing value propositions to potential clients and audiences by building a strong rapport with the influencer. In today's digital marketing landscape, influencer marketing significantly impacts business in three ways: writing blog posts or articles about the product, sharing information about the product on social media, and encouraging customers to create posts about the product on their own sites (Raji et al., 2024; Saura, 2021). Influence plays a crucial role in shaping buying behaviour due to the

pervasive nature of digital interaction in marketing. This is facilitated by digital marketing platforms and celebrity endorsements, which are key components of digital marketing success. The key aspect of influence in digital marketing is social proof, where consumers look to peers to guide their decisions (Saura et al., 2023). Gen Z consumers tend to trust recommendations from peers, influencers, and celebrities over traditional advertising. This underscores the importance of creating authentic and relatable content that resonates with this demographic. Moreover, the rise of digital engagement has given consumers unprecedented access to brands and their products, allowing them to interact directly and engage with brands in previously impossible ways (Setkute & Dibb, 2022). This has led to the democratisation of influence, where even micro-influencers can have a significant impact on consumer behaviour. However, while influence is a powerful tool in digital marketing, it also presents challenges (Shankar et al., 2022). Gen Z consumers are known for their scepticism and ability to detect inauthenticity. Therefore, brands must ensure that their influencer partnerships are genuine and align with their values to avoid backlash.

*Follower:* According to Saura et al., (2021), a follower on a digital platform subscribes to receive firms' marketing posts. Successful marketing on digital platforms depends on having fans or followers. To gain followers, a firm must maintain a consistent presence, understand the needs of the target audience, and exhibit good online etiquette (Dastane, 2020). Followers play a crucial role in engaging with brands, with influencers wielding significant influence over Gen Z perceptions and purchase decisions among their peers. This impact is multifaceted, as followers contribute to the social proof phenomenon, wherein individuals are more inclined to trust and emulate the behaviours of their peers (Daud et al., 2022). When followers see their peers endorsing a particular brand and product, they seem more inclined to consider it favourably, leading to potential purchases. Also, followers contribute to the popularity of the marketing content (Deb et al., 2024). When followers engage with a brand's post, such as liking, commenting, or sharing, it increases the content's visibility and reach to a wider audience. This increased exposure can lead to higher brand awareness and consideration among potential consumers. Moreover, followers can act as brand advocates (Dimitrios et al., 2023). They create user-generated content (UGC) showcasing their experiences with a brand, which can be more authentic and relatable to other consumers compared to traditional marketing content. This

UGC influences others' perceptions and encourages them to try the brand or product themselves (Djakasaputra et al., 2021).



**Figure 1. Research Construct (Author, 2024)**

Digital marketing's impact on consumer behaviour is a topic of interest in academic literature, but findings are inconsistent, indicating a need for further research. Nabieva, (2021) found that even with low attention, digital advertising can be effective, highlighting the importance of awareness and reach for Gen Z's exposure to fashion brands. Msosa, (2023) supported this by noting that adolescents are aware of digital food marketing even without direct attention, underscoring the significance of subtle brand exposure. Melović et al., (2020) emphasised the role of digital advertising preferences in enhancing brand awareness, suggesting that tailored digital

marketing strategies can influence Gen Z's perception and consideration of fashion brands. El-Junusi, (2020) discussed the effectiveness of digital marketing in building brand awareness internationally, especially among a global Gen Z audience interested in African fashion. Erlangga, (2021) highlighted digital marketing's role in increasing entrepreneurs' knowledge, suggesting that factors like interaction and influence can positively impact Gen Z's perception and engagement with African fashion brands. Ferina et al., (2021) stressed digital marketing's importance to employees, indicating its holistic impact on brand perception and loyalty among Gen Z. Hien and Nhu, (2022) discussed how influencers can moderate followers' interactions, influencing Gen Z's buying behaviour through digital marketing channels. Hofacker et al., (2020) considered influencers as a segment of digital marketing communication, indicating their significant influence on Gen Z's buying behaviour in the African fashion industry. Given these insights, the following hypothesis is proposed:

H<sub>0</sub>: Digital marketing factors have no significant impact on Gen Z's buying behaviour in Africa's fashion industry.

The sub-hypotheses are depicted in *Figure 1* above. As a result, testing the above hypothesis (H<sub>0</sub>) and sub-hypotheses (H<sub>0a-0g</sub>) is crucial for several reasons. Gen Z is a significant consumer segment known for its digital savviness and influence on market trends (Gunawan & Sulaeman, 2020). Understanding their buying behaviour is vital for businesses targeting this demographic for repurchase decisions. The fashion industry in Africa is rapidly growing, driven by urbanisation, a growing middle class, and increased access to digital technologies (Ghorbani et al., 2021). Digital marketing has become a key strategy for fashion brands to reach and engage with consumers, especially Gen Z, who are highly active online. By testing this hypothesis, businesses can gain insights into the effectiveness of their digital marketing efforts. If the hypothesis is rejected, indicating that digital marketing factors do impact Gen Z's buying behaviour, businesses can refine their strategies. Conversely, if the hypothesis is supported, indicating no significant impact, businesses may need to reconsider their digital marketing strategies and explore other factors influencing Gen Z's buying behaviour in the African fashion industry. Establishing the cause-effect relationship provides valuable insights for businesses seeking to effectively market their products to Gen Z consumers in Africa's growing fashion industry, ultimately impacting their competitiveness and success in the market.

### **3. TECHNOLOGY ACCEPTANCE MODEL (TEM)**

The *Technology Acceptance Model* (TAM), developed by Davis in 1986, is a widely used framework for understanding user acceptance behaviour (Davis et al., 2023). Rooted in social psychology, TAM builds upon the Theory of Reasoned Action (TRA) proposed by Fishbein and Azjen in 1975 (Musa et al., 2024). TRA suggests that beliefs influence attitudes, which in turn affect intentions and ultimately drive behaviour. Davis incorporated these concepts into TAM, introducing key constructs such as perceived usefulness (PU), perceived ease of use (PEOU), attitude, and behavioural intention to use (Na et al., 2022). According to TAM, PU and PEOU are crucial factors influencing an end-user's beliefs about a technology, which in turn shape their attitude towards it, ultimately influencing its acceptance (Natasia et al., 2022). Davis et al., (2023) conducted a series of experiments to validate the Technology Acceptance Model (TAM), using perceived ease of use (PEOU) and perceived usefulness (PU) as independent variables and system usage as the dependent variable. Their findings showed that PU was significantly associated with both self-reported current usage and self-predicted future usage, while PEOU was significantly correlated with current and future usage. The researchers concluded that PU had a notably stronger correlation with system usage compared to PEOU. Additionally, Udiono, (2021) discovered similar results regarding the association of PU and PEOU with system usage. Furthermore, Rafique et al., (2020) suggested that PEOU might influence PU, making it an antecedent of PU rather than a direct determinant of system usage. In summary, PEOU indirectly impacts technology acceptance (TA) through its influence on PU.

The Technology Acceptance Model stands as a foundational framework for comprehending users' perceptions and acceptance of new technologies (Azizah & Nur, 2022), offering crucial insights into their interaction with digital marketing technologies and platforms. Within this landscape, digital marketing platforms, e-commerce websites, and mobile applications wield significant influence over the buying behaviour of Gen Z consumers (Bashir et al., 2022). Specifically, a fashion brand's social media presence and the user experience of its website and app can significantly affect how Gen Z consumers perceive the usefulness and ease of use of these technologies (Elfeky & Elbyaly, 2023). TAM is instrumental in illuminating how Gen Z consumers in Africa perceive the usefulness of digital marketing

technologies in the fashion industry. Key considerations include their belief in whether engaging with brands and discovering products through social media platforms enhances their shopping experience and their ease in navigating e-commerce websites and making purchases (Herrero-Crespo et al., 2022). Moreover, TAM sheds light on how Gen Z consumers' perceptions of ease of use impact their buying behaviour. This entails exploring whether they gravitate towards mobile apps for their convenience and user-friendly interfaces and whether they rely on online reviews and influencer recommendations for purchasing decisions (Hur & Lee, 2021). Furthermore, TAM aids in identifying the factors that impact how Gen Z consumers perceive the usefulness and ease of use of fashion brand websites or apps, as well as the quality of their social media content and the availability of personalised recommendations and promotions (Hwang et al., 2023; Kalpoe, 2020). This understanding is vital for fashion brands aiming to engage effectively with and meet the preferences of Gen Z consumers in Africa.

The Technology Acceptance Model has gained substantial traction and empirical backing over the last decade (Lee & Fiore, 2020; Zahra et al., 2021). It has undergone rigorous testing across different sample sizes and user demographics, both within and across organizations. Various statistical methods have been employed, and comparisons with alternative models have been made (Abbas & Mehmood, 2021). It has been applied to a wide array of end-user technologies, including email (Alshammari & Rosli, 2020), word processors (Alsharida et al., 2021), groupware (Ambong & Paulino, 2020), spreadsheets (Borhani et al., 2021), and the World Wide Web (Dah & Hussin, 2021). Empirical research has broadened the TAM model by incorporating supplementary factors such as gender, culture, prior experience, and self-confidence (Dong et al., 2022). Scholars generally argue that TAM is both valid and robust, offering a behavioural explanation (Dube et al., 2020). Davis, (1989) introduced TAM as an econometric model by effectively explaining users' behavioural intentions towards technology. However, Kamal et al., (2020) argued that TAM's focus on behavioural intention and perceived usefulness overlooks contextual factors that may influence technology acceptance. Ruiz-Herrera et al., (2023) expanded the technology acceptance model by integrating perceived enjoyment and enhancing its explanatory capacity in the mobile technology adoption context. Conversely, Rajak and Shaw, (2021) noted TAM's varying predictive efficacy across different technologies, indicating the importance of contextual adaptation. Additionally, Rad et al., (2022) emphasised the significance of subjective



norms in shaping user attitudes, highlighting a potential limitation in TAM's original formulation. Nazir and Khan, (2024) underscored the mediating role of trust in the relationship between perceived usefulness and behavioural intention, offering a nuanced understanding of TAM's causal mechanisms. Despite these nuances, TAM remains a valuable framework for capturing the intricacies of technology adoption across diverse settings.

The Technology Acceptance Model (TAM) offers a structured approach to understanding the impact of technology on Gen Z consumers' attitudes and intentions towards fashion products (Katebi et al., 2022). TAM's emphasis on perceived usefulness and ease of use allows researchers to explore how these factors influence consumer behaviour. This is particularly relevant for Gen Z, who is known for their digital fluency and reliance on technology for social interaction and information (Malatji et al., 2020; Zaineldeen et al., 2020). TAM's focus on individual perceptions aligns with the characteristics of Gen Z, making it a suitable framework for studying their behaviour in the fashion industry. This demographics' comfort with technology makes TAM a relevant framework for studying their behaviour. TAM's simplicity and ease of application make it suitable for researchers seeking to understand complex relationships in a straightforward manner (Musa et al., 2024). Despite its strengths, TAM was criticized. Its focus is on individual perceptions, which may not fully capture the socio-cultural influences that shape consumer behaviour (Natasia et al., 2022). This is true, as Gen Z consumers in Africa have unique cultural values, preferences, and access to technology that could affect their acceptance and usage of digital marketing platforms differently from other demographics. TAM's reliance on individual perceptions oversimplifies the intricate factors influencing consumer behaviour (Najib & Fahma, 2020). Its static nature fails to address the dynamic landscape of digital marketing technologies and global consumer behaviour (Sorce & Issa, 2021). The fashion industry's rapid technological advancements and evolving consumer preferences make applying a static model challenging. TAM's focus on perceived usefulness and ease of use overlooks crucial factors influencing Gen Z consumers' behaviour in fashion, such as brand image, social influence, and experiential marketing strategies (Uche et al., 2021). While TAM aids in understanding technology adoption, its application should be complemented with methodologies offering a more holistic view (Yuen et al., 2021).

#### **4. METHODOLOGY**

A quantitative approach with a descriptive-correlational method was utilised to assess the direction and significance of cause-and-effect relationships among the research factors. This method was selected as it allows for the examination of variable relationships without manipulation (Islam & Aldaihani, 2022; Rashid et al., 2021), providing a snapshot of the current state of affairs, making it ideal for understanding Gen Z buying behaviour in the fashion industry. A survey questionnaire was then developed, with the first section focusing on respondent profiles, followed by a section where respondents rated sentiments on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This approach elicits non-neutral feedback, encouraging respondents to take a stance (Antonialli et al., 2017; Eutsler & Lang, 2015). For studies on attitudes and opinions, this scale effectively captures nuanced responses. The questionnaire covers demographic variables, digital marketing factors, and Gen Z buying behaviour. Their inclusion helps to contextualise responses and understand variations across different groups. The questionnaire structure, derived from Tseng et al., (2024) and Le and Wang, (2020), ensures relevance and validity and provides a theoretical framework for result interpretation within existing knowledge. The research instrument underwent rigorous validation and reliability checks by field experts—a practitioner, an academician, and a statistician—to assess the relevance of each question. Following this, a pilot study with 66 respondents (20% of the final sample size, as recommended by Hiebl, (2023)) was conducted, resulting in an average reliability score of 0.85% above the 0.70 threshold, showing high reliability, aligned with the perspectives of Abdulsalam& Tajudeen, (2024b), Terluin et al., (2020), and Barbera et al, (2020). The survey used Google Forms for data collection, ideal to cater to the tech-savvy nature of the target respondents, Gen Z fashion users. This meticulous approach, including expert evaluation and a pilot study, enhances the reliability and validity of the survey instrument. Afterward, the research conducted the Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity for validating variable suitability and correlation matrix, respectively. A KMO value above 0.6 indicates appropriate factor analysis, while a Bartlett's Test of Sphericity ( $p < 0.05$ ) implies sufficient correlations among variables. Together, these tests ensure the dataset's appropriateness for reliable factor extraction.

The study focuses on Gen Z fashion users. Gen Z fashion users, comprising approximately 40% of Africa's population. Although there's no official definition, Gen Z is generally considered to be born between 1991 and 2010. This generation, succeeding millennials, has grown up with the internet, social media, and a time marked by significant events like school shootings, protests against police brutality, economic challenges, and the COVID-19 pandemic. The research used a non-probability sample approach, specifically purposive sampling, due to security concerns, financial constraints, time limitations, and the need for efficient data processing across various sectors in Africa, compounded by a lack of definitive empirical data on the exact number of Gen Z fashion users. Cochran's (1977) infinite sample model was selected, suitable for large sample sizes where the sampling distribution of the sample proportion approximates a normal distribution. This decision is supported by the Central Limit Theorem, which states that as the sample size increases, the sampling distribution of the sample mean (or proportion) approaches a normal distribution, regardless of the population distribution's shape. The research surveyed 384 ethnic African Gen Z fashion users aged 18 or older (Equation 1-4), born between 1991 and 2010, selected randomly for the study.

$$n = Z^2 \times (p) \times (1-p) / C^2 \dots \dots \dots \text{Equation (1)}$$

Where:

SS = Sample Size

Z = Z-value (1.96 for 95% confidence interval)

P = Population percentage (expressed as 0.5)

C = Confidence interval (expressed as 0.05 = +/- 5 percentage points)

$$n = 1.96^2 \times 0.5 (1-0.5) / 0.05^2 \dots \dots \dots \text{Equation (2)}$$

$$n = 3.8416 \times 0.5 \times 0.5 / .0025 \dots \dots \dots \text{Equation (3)}$$

$$n = 384 \text{ Gen Z consumers} \dots \dots \dots \text{Equation (4)}$$

The five top African countries (Congo (38%), Tanzania (32%), Nigeria (30%), and Egypt (27%), with Gen Z's population growth rate, were selected. This growth indicates a dynamic market segment that provides rich insights into the impact of digital marketing on buying behaviour in the fashion industry. Consequently, according to *Table 1: Sample Size Distribution*, the sample sizes were distributed based on the growth percentages of the Gen Z population in Africa, as reported by Kumar and Nayar (2021). This method ensures the sample accurately reflects the prevalence of Gen Z behaviour in each of the leading African countries with

*Abdulraheem Mulikat, Imouokhome Ebum Omoniyi, Tajudeen Alaburo Abdulsalam*

Gen Z fashion users, providing a more precise representation of the purchasing behaviour among Gen Z fashion users in Africa.

**Table 1. Sample Size Distribution**

Country	Growth (%)	Administered Questionnaire	Returned Questionnaire	Completed Questionnaire	% of Completed Questionnaire
Congo	38	$38/127 * 384 = 115$	115	104	90
Tanzania	32	$32/127 * 384 = 96$	96	79	82
Nigeria	30	$30/127 * 384 = 91$	91	77	84
Egypt	27	$27/127 * 384 = 82$	82	68	83
	127	384	384	328	85

Source: Author, (2024)

*Table 1* shows the sample size distribution for the survey study conducted across Congo, Tanzania, Nigeria, and Egypt, with an overall completion rate of 85%. Significant data gaps exist, particularly in the returned and completed questionnaires. Congo has the highest completion rate at 90%, while Tanzania has the lowest at 82%. These variations introduce sample size biases, affecting the generalizability of research findings. This suggests that a higher completion rate in one country might skew the data, over-representing certain demographics or opinions, while underrepresentation in others might lead to incomplete insights. Additionally, the differing completion rates arise due to variations in survey accessibility and respondent engagement among Gen Z. Researchers account for this gap in their analysis by employing a more balanced representation based on the 328 sample size. This is crucial for enhancing the validity and accuracy of the research. Consequently, a descriptive analysis was conducted to assess the alignment of the respondent profile with Gen Z characteristics. Moreover, both ANOVA (analysis of variance) and correlation coefficient analysis were employed to examine the cause-and-effect relationship. ANOVA was utilised to determine whether there are statistically significant differences in buying behaviour across various levels of digital marketing factors (Liu & Wang, 2021). By comparing means across different groups, ANOVA helped identify which digital marketing strategies had the most substantial impact on purchasing decisions. The F-test was used to assess the overall significance, with a p-value less than 0.05 indicating a significant effect of digital marketing factors on buying behaviour. Also, correlation coefficient analysis was conducted to measure the strength and direction of the relationship between individual digital marketing factors and buying behaviour (Abulela & Harwell, 2020). Pearson's correlation coefficient (*r*) provided insights into

whether an increase in a specific digital marketing activity was associated with an increase or decrease in consumer purchasing behaviour. A positive correlation indicated a direct relationship, while a negative correlation suggested an inverse relationship. The combination of these approaches was justified as it provided a comprehensive understanding of both the differences across groups and the strength of associations between variables (Khoshvaght et al., 2021). This dual approach ensured robust and reliable findings, highlighting the effectiveness of various digital marketing strategies in influencing Gen Z consumers' buying behaviour in the African fashion industry.

## 5. RESULT PRESENTATION

**Table 2. Analysis of Gen Z's Patronage**

S/N	VARIABLES	CATEGORIES	Number of times Gen Z users patronise fashion stores due to digital marketing factors				
			ONCE (%)	TWICE (%)	THREE TIMES (%)	FOUR TIMES (%)	ABOVE FOUR TIMES (%)
1	Age	<18years	26.52	21.21	9.85	2.27	40.15
		18-23years	23.14	8.26	20.66	7.44	40.50
		24-28years	9.38	14.06	14.06	14.06	48.44
		29-33years	-	-	-	50.00	50.00
2	Gender	Male	23.60	16.15	8.07	5.59	46.58
		Female	18.45	12.50	20.24	10.71	38.10
3	Level of Educational	Primary School	100.00	-	-	-	-
		Secondary School	28.13	31.25	9.38	-	31.25
		ND/NCE	21.05	10.53	24.21	6.32	37.89
		HND/B.Sc.	23.08	12.59	10.49	10.49	43.36
4	Length of use of Digital marketing factors	M.Sc./Ph.D.	5.45	16.36	10.91	10.91	56.36
		1-5years	22.58	10.32	11.61	11.61	43.87
		6-10years	21.66	17.83	15.92	3.82	40.76
		11-15years	-	17.65	23.53	17.65	41.18
5	Digital marketing platforms used more frequently	Facebook	19.08	15.19	15.55	7.42	42.76
		Twitter	44.44	-	-	11.11	44.44
		Google+	18.75	18.75	25.00	18.75	18.75
		Blogs YouTube	-	-	No Observation		100.00

**Source:** Author, (2024)

According to *Table 2*, digital marketing factors significantly influence Gen Z's patronage frequency, varying by age, gender, education, experience, and platform preference. Younger (<18years) and older (29-33years) Gen Z

consumers show high fashion store patronage over four times (40.15% and 40.50%, respectively), indicating effective engagement across these age groups. Males are more engaged (46.58%) than females (38.10%), suggesting better-targeted strategies for males. Higher education correlates with increased patronage, with those holding M.Sc. or Ph.D. degrees showing the highest engagement (56.36%). Longer exposure to digital marketing (11–15 years) enhances loyalty, with 41.18% patronising over four times. YouTube users show the highest patronage frequency (100%), highlighting the impact of video content, while Twitter users have varied engagement, with 44.44% patronising once and over four times. This aligns with the findings of past literature showcasing that digital marketing strategies tailored to specific demographics and platform preferences significantly enhance customer patronage frequency (Nabieva, 2021; Msosa, 2023). The findings underscore the need for fashion retailers to tailor their digital marketing strategies to specific demographic segments. By emphasising video content on platforms like YouTube, fashion brands can significantly boost engagement and sales. Additionally, targeting younger and more educated consumers with personalised marketing messages could enhance patronage frequency. This allows for more effective and targeted digital marketing campaigns in the African fashion industry.

**Table 3. KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.915
Approx. Chi-Square		17081.324
Bartlett's Test of Sphericity	Degree of freedom	595
	Significance.	.000

**Source:** Author, (2024)

According to *Table 3*, the KMO value of 0.915 is significantly above the threshold of 0.6, indicating excellent sampling adequacy. This high value suggests that the data is suitable, meaning that the variables have enough common variance to be grouped into factors. This implies that the digital marketing factors influencing buying behaviour are well-represented and can be meaningfully reduced to underlying components, providing a robust basis for further analysis. Also, Bartlett's Test of Sphericity, with an approximate Chi-Square value of 17081.324 and a significance level of 0.000, indicates that the correlation matrix is not an identity matrix. This result is highly significant, showing that the variables are correlated and that factor analysis

is appropriate. This implies that the identified digital marketing factors are interrelated and collectively influence Gen Z's buying behaviour in the fashion industry. Consequently, marketers can leverage these validated factors to tailor digital strategies that resonate with Gen Z consumers, potentially enhancing engagement and driving purchase intentions in the African fashion market.

### ***Hypothesis Result***

**Table 4. Regression Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.862 <sup>a</sup>	.743	.725	.824	1.907

a. Predictors: (Constant), Attention, Awareness, Interaction, reach, Followers, Persuasion, and Influence

b. Dependent Variable: Gen Z's Buying Behaviour

**Source:** Author, (2024)

According to *Table 4*, the regression model summary presents compelling evidence on the influence of digital marketing factors on Gen Z consumers' buying behaviour in the fashion industry in Africa. The R value of .862 indicates a strong correlation between the predictors (attention, awareness, interaction, reach, followers, persuasion, and influence) and Gen Z's buying behaviour. An R square value of .743 signifies that approximately 74.3% of the variability in buying behaviour is explained by these digital marketing factors, which demonstrates the substantial explanatory power of the model. The adjusted R square of .725, slightly lower than the R square, adjusts for the number of predictors, affirming the robustness of the model. The standard error of the estimate (.824) suggests a reasonable level of accuracy in predicting buying behaviour, while the Durbin-Watson statistic (1.907) indicates no significant autocorrelation in the residuals, which is desirable for a reliable regression analysis. The result underscores the importance of strategic digital marketing efforts to capture attention, raise awareness, foster interaction, extend reach, and utilise influence and persuasion to drive purchasing decisions. Brands should then focus on enhancing these factors to effectively engage Gen Z consumers and boost their buying behaviour, ensuring sustained relevance and competitive advantage in the dynamic fashion market.

**Table 5. ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	341.583	7	48.797	132.530	.000 <sup>b</sup>
	Residual	118.192	321	.368		
	Total	459.775	328			

a. Dependent Variable: Gen Z's buying behaviour

b. Predictors: (Constant): Attention, Awareness, Interaction, reach, Followers, Persuasion, and Influence

Source: Author, (2024)

According to *Table 5*, ANOVA findings suggest that the predictor model, which includes attention, awareness, interaction, reach, followers, persuasion, and influence, significantly explains the variance in Gen Z's buying behaviour in the fashion industry in Africa. The high F-value (132.530) and low p-value (.000) indicate that the overall model is statistically significant. The predictors in the model seem to play a crucial role in influencing Gen Z's buying behaviour. Attention, awareness, and interaction might indicate the effectiveness of digital marketing strategies in capturing the attention of Gen Z consumers. Reach and followers signify the extent of the brand's online presence and popularity among this demographic. Persuasion and influence likely denote the ability of digital marketing efforts to persuade and influence Gen Z's purchasing decisions. This suggests that focusing on these digital marketing factors can positively impact Gen Z's buying behaviour. Marketers can tailor their strategies to enhance these aspects, potentially leading to increased sales and brand loyalty among Gen Z consumers.

**Table 6. Correlation Coefficient**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.395	.138	10.145	.000
	Awareness	.001	.021	.002	.967
	Reach	-.013	.017	-.041	.440
	Interaction	.008	.002	.147	.001
	Attention	.081	.027	.184	.003
	Persuasion	.026	.017	.077	.132
	Influence	.350	.041	.521	.000



*Digital marketing factors and buying behaviour in the fashion industry: Evidence from gen z consumers in Africa*

Followers	.192	.029	.341	6.508	.000
-----------	------	------	------	-------	------

a. Dependent Variable: Gen Z's buying behaviour

Source: Author, (2024)

According to *Table 6*, the correlation analysis shows that digital marketing factors (awareness, reach, interaction, attention, persuasion, influence, and followers) influence Gen Z consumers' buying behaviour in the fashion industry in Africa. This is supported by the coefficients for awareness, reach, and interaction, which are not statistically significant ( $p > .05$ ), indicating that these factors have a significant linear relationship with Gen Z buying behaviour in this context. However, the coefficients for attention, persuasion, influence, and followers are all statistically significant ( $p < .05$ ), suggesting that these factors are positively related to Gen Z buying behaviour. Specifically, the coefficients for influence and followers are relatively higher compared to the others, indicating a stronger relationship. These results suggest that factors such as attention, which may indicate the quality of content or campaigns, persuasion, which measures the effectiveness of marketing messages, influence, which measures the impact of influencers or brand ambassadors, and followers, which measures the size of a brand's following, are more critical in influencing the buying behaviour of Gen Z consumers in the African fashion industry than factors like awareness. These findings suggest that marketers should focus more on creating engaging content, persuasive messaging, leveraging influencers, and building a strong brand following to effectively target Gen Z consumers in Africa.

## 6. DISCUSSION OF FINDINGS

The regression analysis presents compelling evidence of the influence of digital marketing factors on Gen Z's buying behaviour, with a strong correlation (R value of .862) and substantial explanatory power (R square value of .743). Digital marketing elements like attention, awareness, interaction, reach, followers, persuasion, and influence significantly explain the variability in Gen Z's buying behaviour. The Durbin-Watson statistic (1.907) indicates no significant autocorrelation, affirming the model's reliability. The ANOVA findings, with a high F-value (132.530) and low p-value (.000b), reinforce the model's overall statistical significance.

Correlation analysis ( $\text{Beta} < 0.05$ ) further supports the critical role of attention, persuasion, influence, and followers in influencing buying behaviour. These results align with past literature, highlighting that digital marketing strategies tailored to specific demographics and platform preferences significantly enhance customer patronage frequency (Melović et al., 2020; Erlangga, 2021; Ferina et al., 2021; Hien & Nhu, 2022). The study underscores the need for fashion retailers to focus on creating engaging content, persuasive messaging, leveraging influencers, and building a strong brand following to effectively target Gen Z consumers in Africa, thus boosting engagement and sales, ensuring sustained relevance, and competitive advantage in the dynamic fashion market.

The research offers insightful implications across various domains. Firstly, the empirical evidence contributes to the growing body of knowledge within the African context, providing a foundation for future research to explore specific cultural and socio-economic nuances affecting Gen Z's buying patterns. This suggests that regulatory bodies should oversee digital marketing practices. Given its strong influence, policymakers should consider frameworks that protect consumers from misleading content and encourage transparency in influencer partnerships. Implementing such policies would create a balanced digital marketplace where consumer interests are safeguarded, fostering trust and sustainable engagement between brands and their audience. However, the findings emphasise the importance of managerial investment in comprehensive digital marketing strategies. The research correlation suggests that managers should prioritise creating engaging and persuasive content that captures attention and fosters interaction. Managers should then leverage analytics to understand consumer preferences and tailor marketing campaigns accordingly, ensuring they resonate with Gen Z consumers. Moreover, for global businesses, the study highlights the critical role of digital marketing in maintaining a competitive advantage in the dynamic fashion market. Brands targeting Gen Z in Africa should craft compelling narratives and utilise digital platforms that enhance brand visibility and loyalty. By emphasising digital marketing factors, businesses create meaningful connections with consumers, driving purchase intent. Investments in digital marketing are likely to yield substantial returns. Fashion retailers should adopt a holistic approach, integrating digital marketing strategies into their overall business model to enhance customer engagement and drive sales. This proactive approach will ensure brands remain relevant and competitive in an increasingly digital marketplace.

## CONCLUSION

According to statistical findings, the research concludes that digital marketing factors have a significant impact on Gen Z's buying behaviour in Africa's fashion industry. This is supported by the strong correlation (R value of .862), high explanatory power (R square value of .743), Durbin-Watson statistic (1.907), high F-value (132.530), and highly significant p-value (.000b) and correlation coefficient (beta value < 0.05). This indicates that digital marketing factors such as attention, awareness, interaction, reach, followers, persuasion, and influence substantially explain the variability in Gen Z's purchasing decisions, emphasising that tailored digital marketing strategies can significantly enhance customer patronage frequency. Consequently, the below action plans are recommended:

- I. **Create Engaging Content:** To capture Gen Z's attention, fashion retailers should focus on producing high-quality, engaging content that resonates with this demographic. This includes visually appealing images, videos, and interactive content that can captivate and hold the attention of Gen Z consumers. Content should be relevant, trendy, and reflective of the latest fashion trends to keep the audience engaged.
- II. **Raise Awareness:** Raising awareness through consistent and strategic marketing campaigns is crucial. Brands should leverage multiple digital platforms to ensure widespread reach and visibility. This includes using social media, search engine marketing, and influencer partnerships to amplify brand presence and ensure that Gen Z consumers are aware of new products, promotions, and brand values.
- III. **Foster Interaction:** Encouraging interaction through social media engagement, live streams, and interactive campaigns can significantly boost brand loyalty and purchasing decisions. Fashion retailers should create opportunities for Gen Z consumers to interact with the brand and each other. This could include Q&A sessions, behind-the-scenes content, and interactive polls or quizzes that engage the audience and foster a sense of community.
- IV. **Extend Reach:** Extending reach is essential for maximising brand exposure. Fashion retailers should utilise targeted advertising, collaborations with popular influencers, and participation in relevant online communities to expand their reach. Utilising data analytics to

identify and target potential customers effectively can ensure that marketing efforts are directed towards those most likely to convert.

- V. **Utilise Influence and Persuasion:** Leveraging influencers who align with the brand's values and aesthetics can have a substantial impact on Gen Z's buying behaviour. Influencers can provide authentic endorsements that resonate with their followers. Additionally, persuasive messaging that highlights the unique selling points of products, such as sustainability, exclusivity, or customisation options, can drive purchasing decisions.
- VI. **Build a Strong Brand Following:** This is essential for long-term success. Fashion retailers should focus on creating a loyal customer base by consistently delivering value, engaging with customers, and fostering a sense of community. This can be achieved through loyalty programmes, exclusive offers for followers, and consistent communication that makes customers feel valued and appreciated.
- VII. **Adapt to Platform Preferences:** Understanding and adapting to the platform preferences of Gen Z consumers is crucial. Brands should identify the platforms most frequented by their target audience and tailor their marketing strategies accordingly. For instance, if Gen Z consumers predominantly use Instagram and TikTok, brands should focus their efforts on creating content optimised for these platforms.

Although the research has provided valuable insights, several limitations and areas for further research have been identified. The research is limited in the generalizability of its findings, as the study focused specifically on Gen Z consumers in Africa. While this focus offers valuable insights into this demographic, it may restrict the applicability of the findings to other consumer groups or regions. Future research should explore different demographic groups and geographic locations to provide a more comprehensive understanding of consumer behaviour in the fashion industry. Also, the reliance on self-reported data introduces sample bias by not accurately reflecting actual behaviour. Future studies should incorporate objective measures such as interviews and observations to validate findings and provide more reliable insights. Additionally, the study's scope of digital marketing factors examined may be limited. While the study focused on factors like influencer endorsements, other factors such as website design, mobile compatibility, and personalised recommendations could also significantly influence buying behaviour. Future research should explore these factors' impact to provide a more nuanced understanding, particularly in

industries affected by technological advancements, such as the event industry. Finally, the study's cross-sectional design captures a snapshot of consumer behaviour at a specific point in time. Longitudinal studies that track consumer behaviour over time could provide a more dynamic understanding, as consumer behaviour evolves over time.

## LITERATURE

1. Abbas, A., & Mehmood, K. (2021). Understanding digital marketing adoption in India: integrated by technology acceptance model (TAM) and theory of planned behaviour (TPB) framework. *Journal of Management Sciences*, 8(2), 70–87.
2. Abdulsalam, T. A., & Tajudeen, R. B. (2024a). Artificial Intelligence (AI) in the Banking Industry: A Review of Service Areas and Customer Service Journeys in Emerging Economies. *Business & Management Compass*, 68(3), 19-43.
3. Abdulsalam, T. A., & Tajudeen, R. B. (2024b). Are skincare brands turning Gen Z's loyalty into profitable ventures in Africa? A PLS-SEM analysis of deceptive marketing practice on consumer behaviour. *ABUAD Journal of Social and Management Sciences*, 5(1), 47-75.
4. Abulela, M. A. A., & Harwell, M. M. (2020). Data Analysis: Strengthening Inferences in Quantitative Education Studies Conducted by Novice Researchers. *Educational Sciences: Theory and Practice*, 20(1), 59–78.
5. Aina, A. O., & Ezeuduji, I. O. (2021). The influence of socio-demographic factors on perceptions of domestic tourism: The case of generation Z. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1503–1515.
6. Aires, M., Dias, Á. L., & Pereira, L. F. (2024). How visual merchandising influences Generation Z purchasing behaviour in supermarkets. *International Journal of Arts and Technology*, 15(1), 13–37.
7. Alshammari, S. H., & Rosli, M. S. (2020). A review of technology acceptance models and theories. *Innovative Teaching and Learning Journal (ITLJ)*, 4(2), 12–22.
8. Alsharida, R., Hammood, M., & Al-Emran, M. (2021). Mobile learning adoption: A systematic review of the technology acceptance

- model from 2017 to 2020. *International Journal of Emerging Technologies in Learning (Ijet)*, 16(5), 147–162.
9. Ambong, R. M. A., & Paulino, M. A. (2020). Analyzing rice farmers' intention to adopt modern rice technologies using technology acceptance model (TAM). *Asian Research Journal of Agriculture*, 13(1), 21–30.
  10. Antonialli, F., Antonialli, L. M., & Antonialli, R. (2017). Uses and abuses of the Likert scale: bibliometric study in the proceedings of Enanpad from 2010 to 2015. *Revista Reuna*, 22(4), 1–19.
  11. Azizah, F. D., & Nur, A. N. (2022). Technology acceptance model in supporting the tendency to use applications and impulsive buying on purchase decisions. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 52–64.
  12. Barbera, J., Naibert, N., Komperda, R., & Pentecost, T. C. (2020). Clarity on Cronbach's alpha use. *Journal of Chemical Education*, 98(2), 257–258.
  13. Bashir, T., Zhongfu, T., Sadiq, B., Niaz, U., Anjum, F., & Mahmood, H. (2022). An assessment of influential factors developing the intention to use social media sites: A technology acceptance model based approach. *Frontiers in Psychology*, 13, 983930.
  14. Bassiouni, D. H., & Hackley, C. (2014). 'Generation Z' children's adaptation to digital consumer culture: A critical literature review. *Journal of Customer Behaviour*, 13(2), 113–133.
  15. Batat, W. (2024). Why is the traditional marketing mix dead? Towards the "experiential marketing mix"(7E), a strategic framework for business experience design in the phygital age. *Journal of Strategic Marketing*, 32(2), 101–113.
  16. Baykal, B. (2020). Generational differences in Omnichannel experience: rising new segment: Gen Z. In *Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey* (pp. 117–132). Emerald Publishing Limited.
  17. Bhalla, R., Tiwari, P., & Chowdhary, N. (2021). Digital natives leading the world: paragon and values of Generation Z. In *Generation Z Marketing and Management in Tourism and Hospitality: The Future of the Industry* (pp. 3–23). Springer.
  18. Borhani, S. A., Babajani, J., Raeesi Vanani, I., Sheri Anaqiz, S., & Jamaliyanpour, M. (2021). Adopting blockchain technology to

- improve financial reporting by using the technology acceptance model (TAM). *International Journal Of Finance & Managerial Accounting*, 6(22), 155–171.
19. Brand, B. M., Rausch, T. M., & Brandel, J. (2022). The importance of sustainability aspects when purchasing online: comparing generation X and generation Z. *Sustainability*, 14(9), 5689.
20. Chakraborty, U., & Biswal, S. K. (2024). Is digital social communication effective for social relationship? A study of online brand communities. *Journal of Relationship Marketing*, 23(2), 94–118.
21. Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2020). Investigating the determinants of behavioral intentions of generation Z for recycled clothing: An evidence from a developing economy. *Young Consumers*, 21(4), 403–417.
22. Cheng, G., Cherian, J., Sial, M. S., Mentel, G., Wan, P., Álvarez-Otero, S., & Saleem, U. (2021). The relationship between csr communication on social media, purchase intention, and e-wom in the banking sector of an emerging economy. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1025–1041.
23. Chetoui, Y., & El Bouzidi, L. (2023). An investigation of the nexus between online impulsive buying and cognitive dissonance among gen Z shoppers: are female shoppers different? *Young Consumers*, 24(4), 406–426.
24. Cho, E., Kim-Vick, J., & Yu, U.-J. (2022). Unveiling motivation for luxury fashion purchase among Gen Z consumers: need for uniqueness versus bandwagon effect. *International Journal of Fashion Design, Technology and Education*, 15(1), 24–34.
25. Cvrtak, K. R., Malkoč, D. P., & Plazibat, I. (2022). Generation Z online behaviour when purchasing fashion products. In *CIET 2022: Contemporary Issues in Economy and Technology, Valencia 16-17 June: Conference* (p. 144).
26. Dabija, D.-C. (2018). Enhancing green loyalty towards apparel retail stores: A cross-generational analysis on an emerging market. *Journal of Open Innovation: Technology, Market, and Complexity*, 4(1), 8.
27. Dah, J., & Hussin, N. (2021). A conceptual framework of a streamlined extended technology acceptance model for mobile application adoption. *International Journal of Social Science Research*, 9(2), 42.

28. Dastane, D. O. (2020). Impact of digital marketing on online purchase intention: Mediation effect of customer relationship management. *Journal of Asian Business Strategy*, DOI, 10, 142–158.
29. Daud, I., Nurjannahe, D., Mohyi, A., Ambarwati, T., Cahyono, Y., Haryoko, A. E., Handoko, A. L., Putra, R. S., Wijoyo, H., & Ariyanto, A. (2022). The effect of digital marketing, digital finance and digital payment on finance performance of indonesian smes. *International Journal of Data and Network Science*, 6, 37–44.
30. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
31. Davis, F. D., Granić, A., & Marangunić, N. (2023). The technology acceptance model 30 years of TAM. *Technology*, 1(1), 1–150.
32. Deb, S. K., Nafi, S. M., & Valeri, M. (2024). Promoting tourism business through digital marketing in the new normal era: a sustainable approach. *European Journal of Innovation Management*, 27(3), 775–799.
33. Dimitrios, B., Ioannis, R., Angelos, N., & Nikolaos, T. (2023). Digital marketing: The case of digital marketing strategies on luxurious hotels. *Procedia Computer Science*, 219, 688-696.
34. Djakasaputra, A., Wijaya, O., Utama, A., Yohana, C., Romadhoni, B., & Fahlevi, M. (2021). Empirical study of Indonesian SMEs sales performance in digital era: The role of quality service and digital marketing. *International Journal of Data and Network Science*, 5(3), 303–310.
35. Dong, H., Wang, H., & Han, J. (2022). Understanding ecological agricultural technology adoption in China using an integrated technology acceptance model—theory of planned behavior model. *Frontiers in Environmental Science*, 10, 927668.
36. Dube, T., Van Eck, R., & Zuva, T. (2020). Review of technology adoption models and theories to measure readiness and acceptable use of technology in a business organization. *Journal of Information Technology and Digital World*, 2(4), 207–212.
37. El Junusi, R. (2020). Digital marketing during the pandemic period; A study of islamic perspective. *Journal of Digital Marketing and Halal Industry*, 2(1), 15-28.
38. Elfeky, A. I. M., & Elbyaly, M. Y. H. (2023). The use of data analytics technique in learning management system to develop fashion design skills and technology acceptance. *Interactive Learning Environments*,



- 31(6), 3810–3827.
39. Erlangga, H. (2021). Effect of digital marketing and social media on purchase intention of Smes food products. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(3), 3672–3678.
  40. Eutsler, J., & Lang, B. (2015). Rating scales in accounting research: The impact of scale points and labels. *Behavioral Research in Accounting*, 27(2), 35–51.
  41. Ferina, N., Sri, G., & Putu, L. (2021). Does Influencer Marketing Really Improve Sustainable Brand Awareness and Sales? *Inovbiz: Jurnal Inovasi Bisnis*, 9(1), 167–174.
  42. Ghorbani, Z., Kargaran, S., Saberi, A., Haghighinasab, M., Jamali, S. M., & Ale Ebrahim, N. (2021). Trends and patterns in digital marketing research: bibliometric analysis. *Journal of Marketing Analytics*, 1–15.
  43. Goel, M. R., & Diwan, M. M. (2022). Influence of Social Media Marketing on Buying Decision Making Process of Consumers. *Mathematical Statistician and Engineering Applications*, 71(4), 5525–5533.
  44. Gunawan, G., & Sulaeman, M. (2020). Determining Factors in the Use of Digital Marketing and Its Effect on Marketing Performance in the Creative Industries in Tasikmalaya. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 3(3), 2543–2550.
  45. Hameed, S., & Mathur, M. (2020). Generation Z in India: digital natives and makers of change. In *The new generation Z in Asia: Dynamics, differences, digitalisation* (pp. 89–104). Emerald Publishing Limited.
  46. Herrero-Crespo, A., Viejo-Fernández, N., Collado-Agudo, J., & Sanzo Pérez, M. J. (2022). Webrooming or showrooming, that is the question: explaining omnichannel behavioural intention through the technology acceptance model and exploratory behaviour. *Journal of Fashion Marketing and Management: An International Journal*, 26(3), 401–419.
  47. Hiebl, M. R. W. (2023). Sample selection in systematic literature reviews of management research. *Organizational Research Methods*, 26(2), 229–261.
  48. Hien, N. N., & Nhu, T. N. H. (2022). The effect of digital marketing

- transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business & Management*, 9(1), 2105285.
49. Hinduan, Z. R., Anggraeni, A., & Agia, M. I. (2020). Generation Z in Indonesia: The self-driven digital. In *The New Generation Z in Asia: Dynamics, Differences, Digitalisation* (pp. 121–134). Emerald Publishing Limited.
50. Hoe, L. C., & Mansori, S. (2018). The effects of product quality on customer satisfaction and loyalty: Evidence from Malaysian engineering industry. *International Journal of Industrial Marketing*, 3(1), 20.
51. Hofacker, C., Golgeci, I., Pillai, K. G., & Gligor, D. M. (2020). Digital marketing and business-to-business relationships: a close look at the interface and a roadmap for the future. *European Journal of Marketing*, 54(6), 1161–1179.
52. Hur, H. J., & Lee, H. K. (2021). Augmented reality (AR) fashion shopping service acceptance based on consumers' technology readiness. *Fashion & Textile Research Journal*, 23(3), 347–357.
53. Hwang, Y., Shin, H., Kim, K., & Jeong, S.-H. (2023). The effect of augmented reality and privacy priming in a fashion-related app: an application of technology acceptance model. *Cyberpsychology, Behavior, and Social Networking*, 26(3), 214–220.
54. Islam, M. A., & Aldaihani, F. M. F. (2022). Justification for adopting qualitative research method, research approaches, sampling strategy, sample size, interview method, saturation, and data analysis. *Journal of International Business and Management*, 5(1), 1–11.
55. Jadhav, G. G., Gaikwad, S. V., & Bapat, D. (2023). A systematic literature review: digital marketing and its impact on SMEs. *Journal of Indian Business Research*, 15(1), 76–91.
56. Kaabachi, S., Charfi, A. A., Kpossa, M. R., & Kefi, M. K. (2021). Celebrity Endorsement vs Influencer Endorsement for Financial Brands: What does Gen-Z think? *Management & Sciences Sociales*, 2, 55–81.
57. Kalpoe, R. (2020). Technology acceptance and return management in apparel e-commerce. *Journal of Supply Chain Management Science*, 1(3–4), 118–137.
58. Kamal, S. A., Shafiq, M., & Kakria, P. (2020). Investigating acceptance of telemedicine services through an extended technology

- acceptance model (TAM). *Technology in Society*, 60, 101212.
59. Katebi, A., Homami, P., & Najmeddin, M. (2022). Acceptance model of precast concrete components in building construction based on Technology Acceptance Model (TAM) and Technology, Organization, and Environment (TOE) framework. *Journal of Building Engineering*, 45, 103518.
60. Katsikeas, C., Leonidou, L., & Zeriti, A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International Marketing Review*, 37(3), 405–424.
61. Kgomo, T. J., & Modley, L.-A. S. (2023). Do younger generations care more about environmental issues? A comparison of perceptions between Gen Z and Gen X in Jo-hannesburg, South Africa. *South African Geographical Journal*, 105(3), 402–421.
62. Khalil, S., Ismail, A., & Ghalwash, S. (2021). The rise of sustainable consumerism: evidence from the Egyptian generation Z. *Sustainability*, 13(24), 13804.
63. Khan, S., Zaman, I., Khan, M. I., & Musleha, Z. (2022). Role of Influencers in Digital Marketing: The moderating impact of follower's interaction. *Gmjacs*, 12(1), 15–43.
64. Khoshvaght, H., Delnavaz, M., & Leili, M. (2021). Optimization of acetaminophen removal from high load synthetic pharmaceutical wastewater by experimental and ANOVA analysis. *Journal of Water Process Engineering*, 42, 102107.
65. Kılıç, B., Bekar, A., & Yozukmaz, N. (2021). The new foodie generation: gen Z. In *Generation Z Marketing and Management in Tourism and Hospitality: The Future of the Industry* (pp. 223–247). Springer.
66. Kristi, G. O., & Aruan, D. T. H. (2023). Factors Affecting Online Impulse Buying Behavior of Fashion Products on Live: Instagram Vs Tiktok. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 6(3), 2163–2185.
67. Kumar, A., & Nayar, K. R. (2021). COVID 19 and its mental health consequences. *Journal of Mental Health*, 30(1), 1-2.
68. Le, C. X., & Wang, H. (2020). Integrative perceived values influencing consumers' attitude and behavioral responses toward mobile location-based advertising: an empirical study in Vietnam. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 275–295.

69. Lee, A., & Fiore, A. M. M. (2020). Motivation and Technology Acceptance Model (TAM) Variables Affecting Social Media Usage by Market Mavens for Fashion-Related Information Provision. *International Textile and Apparel Association Annual Conference Proceedings*, 77(1).
70. Ligaraba, N., Nyagadza, B., Dörfling, D., & Zulu, Q. M. (2023). Factors influencing re-usage intention of online and mobile grocery shopping amongst young adults in South Africa. *Arab Gulf Journal of Scientific Research*, 41(3), 389–415.
71. Lissitsa, S., & Kol, O. (2021). Four generational cohorts and hedonic m-shopping: association between personality traits and purchase intention. *Electronic Commerce Research*, 21, 545–570.
72. Liu, Q., & Wang, L. (2021). t-Test and ANOVA for data with ceiling and/or floor effects. *Behavior Research Methods*, 53(1), 264–277.
73. Lues, H. T. (2024). Investigating the determinants impacting fashion brand loyalty among Generation Y students in South Africa. *Journal of Contemporary Management*, 21(1), 1-24.
74. Makrides, A., Vrontis, D., & Christofi, M. (2020). The gold rush of digital marketing: assessing prospects of building brand awareness overseas. *Business Perspectives and Research*, 8(1), 4–20.
75. Malatji, W. R., Eck, R. Van, & Zuva, T. (2020). Understanding the usage, modifications, limitations and criticisms of technology acceptance model (TAM). *Advances in Science, Technology and Engineering Systems Journal*, 5(6), 113–117.
76. Maziriri, E. T., Nyagadza, B., Mabuyana, B., Rukuni, T. F., & Mapuranga, M. (2023). Marketing cereal to the generation Z cohort: what are the key drivers that stimulate consumer behavioural intentions in South Africa? *Young Consumers*, 24(5), 615–648.
77. McCoy, L., Wang, Y.-T., & Chi, T. (2021). Why is collaborative apparel consumption gaining popularity? an empirical study of US gen Z consumers. *Sustainability*, 13(15), 8360.
78. McGregor, J., & Schumaker, L. (2006). Heritage in Southern Africa: imagining and marketing public culture and history. *Journal of Southern African Studies*, 32(4), 649–665.
79. Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63, 101425.

80. Mlambo, V. H., Mpanza, S., & Mlambo, D. N. (2019). Armed conflict and the increasing use of child soldiers in the Central African Republic, Democratic Republic of Congo, and South Sudan: Implications for regional security. *Journal of Public Affairs*, 19(2), e1896.
81. Msosa, S. K. (2023). Customer satisfaction and brand loyalty amongst South African Millennials during the Covid-19 Pandemic. *International Journal of Research in Business and Social Science* (2147-4478), 12(3), 22–30.
82. Muralidhar, A., & Raja, A. S. (2019). Understanding the purchase intention characteristics of Gen Y and Gen Z and introspecting the modern demand variables in fashion industry. *International Journal of Scientific and Engineering Research*, 10(12), 144-170.
83. Musa, H. G., Fatmawati, I., Nuryakin, N., & Suyanto, M. (2024). Marketing research trends using technology acceptance model (TAM): a comprehensive review of researches (2002–2022). *Cogent Business & Management*, 11(1), 2329375.
84. Na, S., Heo, S., Han, S., Shin, Y., & Roh, Y. (2022). Acceptance model of artificial intelligence (AI)-based technologies in construction firms: Applying the Technology Acceptance Model (TAM) in combination with the Technology–Organisation–Environment (TOE) framework. *Buildings*, 12(2), 90.
85. Nabieva, N. M. (2021). Digital Marketing: Current Trends in Development. *Theoretical & Applied Science*, (2), 333-340.
86. Nair, K., & Gupta, R. (2021). Application of AI technology in modern digital marketing environment. *World Journal of Entrepreneurship, Management and Sustainable Development*, 17(3), 318–328.
87. Najib, M., & Fahma, F. (2020). Investigating the adoption of digital payment system through an extended technology acceptance model: An insight from the Indonesian small and medium enterprises. *International Journal on Advanced Science, Engineering and Information Technology*, 10(4), 1702–1708.
88. Natasia, S. R., Wiranti, Y. T., & Parastika, A. (2022). Acceptance analysis of NUADU as e-learning platform using the Technology Acceptance Model (TAM) approach. *Procedia Computer Science*, 197, 512–520.
89. Nazir, M. A., & Khan, M. R. (2024). Identification of roles and factors influencing the adoption of ICTs in the SMEs of Pakistan by

- using an extended Technology Acceptance Model (TAM). *Innovation and Development*, 14(1), 189–215.
90. Ngubelanga, A., & Duffett, R. (2021). Modeling mobile commerce applications' antecedents of customer satisfaction among millennials: An extended tam perspective. *Sustainability*, 13(11), 5973.
91. Nguyen, B., & Mutum, D. S. (2012). A review of customer relationship management: successes, advances, pitfalls and futures. *Business Process Management Journal*, 18(3), 400-419.
92. Ntobela, T. S., & Mbukanma, I. (2024). Conceptual Interface between Sensory Marketing and Impulsive Buying Behaviour of Millennials in South Africa. *The Journal of Accounting and Management*, 14(1), 81–91.
93. Nuseir, M. T., & Aljumah, A. (2020). The role of digital marketing in business performance with the moderating effect of environment factors among SMEs of UAE. *International Journal of Innovation, Creativity and Change*, 11(3), 310–324.
94. Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285–293.
95. Ozuem, W., Willis, M., Howell, K., Helal, G., Ranfagni, S., & Lancaster, G. (2021). Effects of online brand communities on millennials' brand loyalty in the fashion industry. *Psychology & Marketing*, 38(5), 774–793.
96. Pandey, N., Nayal, P., & Rathore, A. S. (2020). Digital marketing for B2B organizations: structured literature review and future research directions. *Journal of Business & Industrial Marketing*, 35(7), 1191–1204.
97. Peter, M. K., & Dalla Vecchia, M. (2021). The digital marketing toolkit: a literature review for the identification of digital marketing channels and platforms. *New Trends in Business Information Systems and Technology: Digital Innovation and Digital Business Transformation*, 251–265.
98. Pillay, S., & Struweg, I. (2023). Digital consumer perspectives on data access in an emerging market. *South African Journal of Information Management*, 25(1), 1645.
99. Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381.

100. Purnomo, Y. J. (2023). Digital marketing strategy to increase sales conversion on e-commerce platforms. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 54–62.
101. Rad, D., Egerau, A., Roman, A., Dughi, T., Balas, E., Maier, R., Ignat, S., & Rad, G. (2022). A preliminary investigation of the technology acceptance model (TAM) in early childhood education and care. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 13(1), 518–533.
102. Rafique, H., Almagrabi, A. O., Shamim, A., Anwar, F., & Bashir, A. K. (2020). Investigating the acceptance of mobile library applications with an extended technology acceptance model (TAM). *Computers & Education*, 145, 103732.
103. Rahman, M. S., Hossain, M. A., Hoque, M. T., Rushan, M. R. I., & Rahman, M. I. (2021). Millennials' purchasing behavior toward fashion clothing brands: influence of brand awareness and brand schematicity. *Journal of Fashion Marketing and Management: An International Journal*, 25(1), 153–183.
104. Rajak, M., & Shaw, K. (2021). An extension of technology acceptance model for mHealth user adoption. *Technology in Society*, 67, 101800.
105. Raji, M. A., Olodo, H. B., Oke, T. T., Addy, W. A., Ofodile, O. C., & Oyewole, A. T. (2024). Digital marketing in tourism: a review of practices in the USA and Africa. *International Journal of Applied Research in Social Sciences*, 6(3), 393–408.
106. Rashid, A., Rasheed, R., Amirah, N. A., Yusof, Y., Khan, S., & Agha, A. A. (2021). A Quantitative Perspective of Systematic Research: Easy and Step-by-Step Initial Guidelines. *Turkish Online Journal of Qualitative Inquiry*, 12(9).
107. Ritch, E. L. (2023). Sustainable fashion marketing and value creation: moving beyond the cannibalisation of fashion. In *Pioneering New Perspectives in the Fashion Industry: Disruption, Diversity and Sustainable Innovation* (pp. 11–25). Emerald Publishing Limited.
108. Ruiz-Herrera, L. G., Valencia-Arias, A., Gallegos, A., Benjumea-Arias, M., & Flores-Siapo, E. (2023). Technology acceptance factors of e-commerce among young people: An integration of the technology acceptance model and theory of planned behavior. *Heliyon*, 9(6).
109. Salam, K. N., Singkeruang, A. W. T. F., Husni, M. F.,

- Baharuddin, B., & AR, D. P. (2024). Gen-Z Marketing Strategies: Understanding Consumer Preferences and Building Sustainable Relationships. *Golden Ratio of Mapping Idea and Literature Format*, 4(1), 53–77.
110. Saura, J. R. (2021). Using data sciences in digital marketing: Framework, methods, and performance metrics. *Journal of Innovation & Knowledge*, 6(2), 92–102.
111. Saura, J. R., Palacios-Marqués, D., & Ribeiro-Soriano, D. (2023). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, 61(3), 1278–1313.
112. Saura, J. R., Ribeiro-Soriano, D., & Palacios-Marqués, D. (2021). Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. *Industrial Marketing Management*, 98, 161–178.
113. Setkute, J., & Dibb, S. (2022). “Old boys” club”: Barriers to digital marketing in small B2B firms.” *Industrial Marketing Management*, 102, 266–279.
114. Shankar, V., Grewal, D., Sunder, S., Fossen, B., Peters, K., & Agarwal, A. (2022). Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing*, 39(2), 541–565.
115. Shin, H., Eastman, J., & Li, Y. (2022). Is it love or just like? Generation Z's brand relationship with luxury. *Journal of Product & Brand Management*, 31(3), 394–414.
116. Sinulingga, N. A. B., Lubis, R. K., Farma, A., & Silitonga, J. M. B. (2022). Antecedent Decision To Purchase Fashion Products Through Video Advertising Social Media Platform On The Millennial Generation In Medan City. *Enrichment: Journal of Management*, 12(3), 2265–2272.
117. Sorce, J., & Issa, R. R. A. (2021). Extended Technology Acceptance Model (TAM) for adoption of Information and Communications Technology (ICT) in the US Construction Industry. *Journal of Information Technology in Construction*, 26.
118. Statista. (2024). Topic: Fashion e-commerce worldwide. Statista; *Statista*. <https://www.statista.com/topics/9288/fashion-e-commerce-worldwide/>



119. Sun, Y., Wang, R., Cao, D., & Lee, R. (2022). Who are social media influencers for luxury fashion consumption of the Chinese Gen Z? Categorisation and empirical examination. *Journal of Fashion Marketing and Management: An International Journal*, 26(4), 603–621.
120. Sundaram, R., Sharma, D. R., & Shakya, D. A. (2020). Power of digital marketing in building brands: A review of social media advertisement. *International Journal of Management*, 11(4).
121. Tariq, E., Alshurideh, M., Akour, I., & Al-Hawary, S. (2022). The effect of digital marketing capabilities on organizational ambidexterity of the information technology sector. *International Journal of Data and Network Science*, 6(2), 401–408.
122. Terluin, B., Griffiths, P., van der Wouden, J. C., Ingelsrud, L. H., & Terwee, C. B. (2020). Unlike ROC analysis, a new IRT method identified clinical thresholds unbiased by disease prevalence. *Journal of Clinical Epidemiology*, 124, 118–125.
123. Tseng, H.-T., Jia, S., Nisar, T. M., Hajli, N., & Shabbir, H. (2024). The study of social commerce in Generation Z context: the role of social support and privacy risk. *Information Technology & People*.
124. Uche, D. Ben, Osuagwu, O. B., Nwosu, S. N., & Otika, U. S. (2021). Integrating trust into technology acceptance model (TAM), the conceptual framework for e-payment platform acceptance. *British Journal of Management and Marketing Studies*, 4(4), 34–56.
125. Udiono, T. (2021). Perceptions of using augmented reality features on online shopping fashion platforms based on technology acceptance model. *2021 3rd International Conference on Cybernetics and Intelligent System (ICORIS)*, 1–5.
126. Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. *International Journal of Research in Marketing*, 39(2), 482–501.
127. Veleva, S. S., & Tsvetanova, A. I. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering*, 940(1), 12065.
128. Ventura, D. B. (2018). Segmenting Generation Z Consumers Based on Sustainable Fashion Involvement in Colombia. *Journal of*

129. Wang, F. (2020). Digital marketing capabilities in international firms: a relational perspective. *International Marketing Review*, 37(3), 559–577.
130. Wessels, W., Viviers, P.-A., & Botha, K. (2023). A comparative analysis of aspects influencing live theatre ticket purchases of teenagers and students in South Africa. *South African Theatre Journal*, 36(1), 74–87.
131. Yuen, K. F., Cai, L., Qi, G., & Wang, X. (2021). Factors influencing autonomous vehicle adoption: An application of the technology acceptance model and innovation diffusion theory. *Technology Analysis & Strategic Management*, 33(5), 505–519.
132. Zahra, A. M., Dhewanto, W., & Utama, A. A. (2021). Boosting emerging technology adoption in SMEs: A case study of the fashion industry. *International Journal of Applied Business Research*, 169–185.
133. Zaineldeen, S., Hongbo, L., Koffi, A. L., & Hassan, B. M. A. (2020). Technology acceptance model concepts, contribution, limitation, and adoption in education. *Universal Journal of Educational Research*, 8(11), 5061–5071.
134. Zatwarnicka-Madura, B., Nowacki, R., & Wojciechowska, I. (2022). Influencer marketing as a tool in modern communication—possibilities of use in green energy promotion amongst poland’s generation Z. *Energies*, 15(18), 6570.

*The paper was received: June 9, 2024*

*The paper was sent for correction: February 22, 2025*

*The paper was accepted for publication: March 16, 2025*