**ADVANCED INTERNATIONAL JOURNAL OF
BUSINESS, ENTREPRENEURSHIP AND SMES
(AIJBES)**
www.aijbes.com

FACTORS INFLUENCING GEN Z'S PERCEPTION TOWARD PUBLIC FIGURES: A CONCEPTUAL STUDY ON SOCIAL MEDIA ENGAGEMENT, AUTHENTICITY, SOCIO-POLITICAL STANCE, AND CELEBRITY ENDORSEMENT

Nurul Afiqah Ahmad [1*], Nawal Esa Yazid Esa [2*], Azura Abdul Rahman[3], Hazliza Haron[4], Nor Tasnim Syahera Rasak[5], Farhana Mohd Nazmi[6]

[1] Department of Business Management, Universiti Teknologi MARA Perak, Malaysia
Email: nurulafiqah@uitm.edu.my
[2] Department of Business Management, Universiti Teknologi MARA Perak, Malaysia
Email: nawalesa@uitm.edu.my
[3] Department of Business Management, Universiti Teknologi MARA Perak, Malaysia
Email: azurarahman@uitm.edu.my
[4] Department of Business Management, Universiti Teknologi MARA Perak, Malaysia
Email: hliza457@uitm.edu.my
[5] Department of Business Management, Universiti Teknologi MARA Perak, Malaysia
Email: tasnimsyahera@uitm.edu.my
[6] Department of Business Management, Universiti Sultan Azlan Shah, Perak, Malaysia
Email: farhananazmi@usas.edu.my
* Corresponding Author

Article Info:

Abstract:

This conceptual paper explores the factors shaping Generation Z's perceptions of public figures, with a particular focus on social media engagement, authenticity, socio-political stances, and celebrity endorsements. As a generation raised in a digital environment, Gen Z connects with public figures mostly through social media platforms, where both curated content and real-time interactions influence how they form opinions and emotional bonds. The paper looks closely at authenticity, suggesting that when public figures are transparent, relatable, and willing to show vulnerability, they are more likely to gain Gen Z's trust and admiration. It also considers how socio-political stances taken by public figures can influence their perception, especially when those stances reflect values that matter deeply to Gen Z, such as climate change, social justice, and equality. Celebrity endorsements are examined as well, not only in terms of promotional impact but also in relation to how well they align with the public figure's personal brand and the social relevance of the endorsed message. When this alignment is strong, credibility tends to be enhanced, while a lack of alignment may lead to scepticism or reduced influence. By bringing

together insights from existing literature and theoretical frameworks, this study offers a thoughtful and nuanced understanding of how these variables interact and what they mean for public figures, brands, and social influence strategies that aim to resonate with this socially aware and digitally fluent generation.

Introduction

The way public figures are perceived has undergone a major transformation, particularly among Generation Z. Growing up in the digital age, this generation has been shaped by constant exposure to social media, where celebrities, influencers, and thought leaders interact directly with their audience (Reinikainen, Kari & Luoma-Aho, 2020). Unlike previous generations, Gen Z expects more than just entertainment from public figures. They value authenticity, transparency, and a sense of relatability (Yunissov et al., 2023). Public figures who openly share their lives, thoughts, and values tend to build stronger connections with this audience. Social media engagement plays a major role in shaping how Gen Z perceives public figures.

The ability to interact in real-time fosters a sense of accessibility and trust (Buheji,2024). Beyond engagement, authenticity is another key factor. This generation is quick to detect insincerity and is more likely to support public figures who present themselves genuinely rather than those who appear overly curated (Pradan et al., 2023). Furthermore, socio-political stances influence how Gen Z evaluates public figures. They expect them to use their platforms to address social issues and advocate for meaningful change (Munsch, 2021). Endorsements also shape public perception, with Gen Z favoring collaborations that align with a celebrity's personal brand and values (Thangavel, Pathak & Chandra, 2022). This study explores how these factors interact to influence Gen Z's perceptions and trust in public figures.

Background

Gen Z, born between the mid-1990s and early 2010s, has grown up surrounded by technology and digital connectivity (Leslie et al., 2021). Unlike previous generations, they place great importance on inclusivity, social justice, and digital transparency. Their familiarity with digital platforms and ability to navigate multiple forms of online media make them highly critical and selective in their engagement (Kuncoro & Kusumawati, 2021). Public figures have had to adapt to this shift by fostering more interactive and immersive digital experiences (Waworuntu, Mandagi & Pangemanan, A. S. (2022). They use social media to maintain their influence, create direct connections, and establish a relatable persona. The way they present themselves online, whether carefully curated or spontaneously genuinely, plays a crucial role in shaping public perception (Djafarova & Bowes, 2021). Understanding these interactions, particularly through authenticity, political stance, and commercial endorsements, is essential for predicting how Gen Z evaluates credibility and influence.

Literature Review

Social media engagement refers to how public figures interact with their audience through likes, comments, shares, and direct messaging (Cheung & Rosenberger, 2020). Research suggests that increased engagement fosters a sense of community and relatability, strengthening trust between public figures and their followers. Studies show that consistent and

meaningful interaction enhances credibility and builds emotional connections with an audience (Pezzuti, Leonhardt & Warren, 2021). Beyond simple interactions, the quality and frequency of engagement play a major role in how it is perceived (Cao, Wong & Xia, 2021). Gen Z values engagement when public figures respond to comments, share personal experiences, and maintain a two-way communication channel (Pang, 2021). Furthermore, social media algorithms play a role in amplifying content, ensuring it reaches specific audiences Onofrei, Filieri & Kennedy, 2022). This study highlights that engagement should be both strategic and authentic to sustain trust and avoid appearing performative.

Authenticity is one of the most important factors in how Gen Z perceives public figures. Elements such as transparency, vulnerability, and relatability strongly influence how genuine a public figure appears (Pöyry et al., 2021). Research shows that Gen Z favours individuals who demonstrate authenticity by sharing personal experiences, discussing real-life challenges, and maintaining consistency in their values and behaviour (Hund, 2023). Public figures who embrace transparency in both their personal and professional lives tend to resonate more with Gen Z (Audrezet, De Kerviler & Moulard, 2020). This generation is highly sceptical of individuals who appear overly polished or insincere. Many influencers and celebrities have built massive followings by sharing raw, unfiltered moments of their lives, whether through personal struggles, behind-the-scenes content, or candid discussions (Luebke, 2021). This trend suggests that authenticity is not just a desirable trait but a necessary one for maintaining influence.

Public figures who take a stance on socio-political issues tend to connect more with Gen Z, especially when their values align with important causes such as climate change, social justice, and inclusivity (Biaswas, 2021). Studies suggest that Gen Z expects public figures to use their platforms for meaningful advocacy rather than staying neutral (Robin, Alvin & Hasugian, 2022). With the current socio-political climate, Gen Z increasingly demands that public figures speak out on critical issues (Alfaruqy, Padmonurcahyo & Salsabila, 2022). Silence on key topics can be interpreted as a lack of integrity, leading to disengagement or backlash. However, there is also a fine line between genuine advocacy and performative activism, where public figures adopt certain causes for attention rather than true commitment (Gürel & Eyüboğlu, 2023). This study explores the factors that separate credible advocacy from opportunistic branding, highlighting the importance of consistency and long-term commitment.

Celebrity endorsements influence Gen Z's perception based on how well they align with a celebrity's personal brand and societal relevance (Tamara, Irwansah & Anwar, 2023). Research suggests that endorsements are most effective when the celebrity's values match the brands, as misalignment can lead to scepticism or a loss of credibility. Authentic and value-driven endorsements are more persuasive to Gen Z consumers (Aquinia, Sutejo & Prabowo, 2023). Traditional celebrity endorsements have evolved into a more sophisticated strategy. Instead of simply featuring celebrities in advertisements, brands now integrate influencers and public figures into long-term marketing campaigns (Tumundo, Kindangen & Gunawan, 2023). This study explores how Gen Z evaluates the authenticity of endorsements and distinguishes between genuine partnerships and commercialized collaborations. The effectiveness of endorsements depends on credibility, alignment with personal ethics, and how naturally the product or service fits into the public figure's narrative (Begum Saliha & Srivarshini, 2025)

Research Findings

The findings from the study indicate that Generation Z's perception of public figures is significantly influenced by four key factors: social media engagement, authenticity, socio-political stance, and celebrity endorsement. The following table summarizes the key insights:

Table 1: Summary Of Articles' Reviews

Article	Abstract's summary	Major Findings
Efektivitas strategi komunikasi pemasaran celebrity endorsement di Instagram terhadap generasi Z	Generation Z perceives celebrity endorsements on Instagram as relatively ineffective due to factors like lack of authenticity and creativity.	• Generation Z perceives celebrity endorsement as relatively ineffective. • Key reasons include lack of creativity, mismatch between celebrity and brand, inauthentic reviews, excessive endorsement content, and poor visual quality. • The study also identified examples of effective celebrity endorsement practices, as suggested by Generation Z.
The role of influencer authenticity and brand trust in shaping consumer behaviour: strategies to engage generation z	The paper explores how influencer authenticity and brand trust shape Generation Z's consumer behaviour and engagement.	• Influencer authenticity and brand trust are key factors in shaping the consumer behaviour of Generation Z. • Influencers are pivotal in brand promotion due to their perceived authenticity and trustworthiness. • - Brands can develop targeted marketing strategies that leverage authenticity and trust to engage the Gen Z consumer market and foster long-term relationships.
A Study on Gen Z Consumer Perception towards Celebrity Endorsement and Its Impact on Brand Building	The paper explores Generation Z's perceptions of celebrity endorsements and their impact on brand building.	• Gen Z consumers have conflicting opinions on celebrity endorsements, as they can increase brand awareness but are often perceived as lacking in trustworthiness and authenticity. • Gen Z consumers prefer celebrity endorsements from individuals who share their beliefs and demonstrate a

genuine connection to the brand and its products.

- Gen Z consumers place more value on the opinions and recommendations of their peers and micro-influencers within their social circles, rather than traditional celebrity endorsements.

The Relationship between the Perception of Social Media Credibility and Political Engagement in social media among Generation Z	Generation Z's perception of social media credibility is positively related to their political engagement on social media.	- Generation Z in Malaysia has a positive perception of the credibility of political information on social media. - Generation Z in Malaysia shows a high level of political engagement and interest on social media. - The perception of social media credibility is significantly correlated with political engagement in social media among Generation Z in Malaysia.
Influence of Micro-Celebrities on Generation Z	Generation Z follows micro-celebrities for trends, but their influence on purchase decisions is uncertain, and some see it as a side hustle rather than a career.	- Generation Z follows micro-celebrities to stay updated with trends - Micro-celebrities help companies reach a wider audience, but their influence on purchase decisions is uncertain - Many Gen Z individuals aspire to be micro-celebrities, but some prefer to pursue it as a side hustle rather than a primary career
The Impact of Social Media Influencers on Generation Z's Consumer Buying Behaviour: A Conceptual Analysis	This paper explores how social media influencers impact Generation Z's consumer buying behaviour, focusing on factors like authenticity, ethics, and trustworthiness.	- The study examines the significant influence of social media influencers on the purchasing decisions of Generation Z. - The research focuses on factors like authenticity, ethics, and trustworthiness of influencers and how they affect their impact on Generation Z's buying behaviour.

		• - The study investigates both the immediate and long-term effects of influencer marketing on brand loyalty and consumer attitudes.
Differences in perceived influencer authenticity: a comparison of Gen Z and Millennials' definitions of influencer authenticity during the de-influencer movement	Gen Z and Millennials have different perceptions of social media influencer authenticity, with Gen Z viewing them as educated friends and Millennials as a profession requiring transparency.	• Gen Z sees social media influencers as personal friends and values influencer vulnerability and authenticity in this context.
		• Millennials see social media influencers more as working professionals and are more sceptical of their intentions, but they still value authenticity in terms of the influencer's good intentions and the content they provide.
		• - Both Gen Z and Millennials value accuracy and connectedness as the most important factors in perceiving influencer authenticity, but they prioritize them differently based on their generational perspectives.
Media and Celebrity Culture: The Influencer Phenomenon on social media	The paper explores how social media influencers impact Generation Z's perceptions and behaviours, including issues of transparency, authenticity, and ethics.	• The influencer phenomenon on social media has become a major issue in modern digital culture, with influencers influencing consumer opinions, behaviours, and trends.
		• Generation Z (Zoomers) are closely associated with the latest technological trends and have a high dependency on the internet, with many young influencers emerging on social media who have a large following.
		• Becoming an influencer is now one of the new ideals among Zoomers, who see it as a promising profession that keeps up with the times due to the ease of creating content

Media figures as adolescent role models: (Dis)similarities between the Millennials and Generation Z	Generation Z identifies more media figures as role models than Millennials, with a growing influence of new media celebrities like YouTubers and influencers.	on social media and the high-income potential. • Media figures are much more prevalent as role models for Gen Z adolescents compared to Millennials, with a significant increase in the number of public figures being named as idols by Gen Z. • Both Millennial and Gen Z adolescents most frequently choose show business celebrities and athletes as their role models, with show business celebrities being the most popular type of role model in both generations. • - Gen Z adolescents named a significantly larger number of media figures as role models compared to Millennials and also identified a new type of role model - "microcelebrities" such as YouTubers and influencers.
Hubungan Antara Media Sosial dan Perilaku Altruistik pada Generasi Z	This paper is not relevant to the given search query, which explores factors shaping Generation Z's perceptions of public figures. The paper instead examines the relationship between social media and altruistic behaviour among Generation Z.	• Social media plays a dual role in shaping altruism, enabling actions like fundraising and volunteering but also posing challenges like slacktivism and compassion fatigue. • Generation Z's digital fluency and emphasis on authenticity shape their approach to altruistic behaviour, with preferences for digital activism and campaigns aligned with their values. • - The study highlights the need for designing authentic, transparent, and impactful digital campaigns to promote sustained altruism and calls for further exploration of the long-term effects of social media-driven altruism.

The Influence of social media on Perceptions of Political Authenticity	This paper explores how social media impacts voters' perceptions of political authenticity.	• The main objective of the research is to explore how social media impacts voters' perceptions of political authenticity.
		• The study aims to advance the understanding of political authenticity by defining it and establishing a theoretical framework that can be applied in future research.
		• - The first study involved an open-ended questionnaire to explore how university students perceive the authenticity of political candidates based on their social media presence.
A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication	Authenticity of social media influencers and congruence between content and celebrity are key factors shaping audience perceptions and purchase intentions.	• Perceived authenticity of the celebrity endorser is more important than their attractiveness in influencing purchase intentions.
		• Social media influencers are more effective at driving purchase intentions compared to traditional celebrities.
		• - Sponsored content is less favourably perceived than non-sponsored content, but disclosing the sponsorship does not impact purchase intentions.
The Generation Z and their Social Media Usage: A Review and a Research Outline	The paper explores Generation Z's social media usage and its impact on individuals, organizations, and society.	• The paper explores how Generation Z uses social media and the impacts on individuals, organizations, and society.
		• The paper examines how Generation Z's social media usage differs based on environmental and personal factors, including steady and driving personal factors.
		• - The paper discusses how Generation Z's social media use impacts them, organizations, and society, as

well as potential managerial implications and a research outline.

Pemasaran sosial pada Generasi Z: Efek ulasan konsumen, selebriti endorser, dan kepercayaan merek	This paper is not relevant to the given search query, which explores factors shaping Generation Z's perceptions of public figures. The paper instead examines the determinants of purchase intention in Generation Z through social media marketing.	• Purchase intention among Generation Z consumers on social media is driven by consumer reviews and brand trust. • Celebrity endorsers do not significantly predict purchase intention in this context.
The Influence of Social Media Influencers on Generation Z Consumer Behaviour in Indonesia	This paper examines how social media influencers affect Indonesian Generation Z consumer behaviour, finding that authenticity, transparency, and sponsored content are key factors.	• Social media influencers have a significant influence on the purchasing decisions of Generation Z consumers in Indonesia. • Transparency and authenticity are critical factors that contribute to the credibility and trustworthiness of social media influencers. • Sponsored content is an effective influencer marketing strategy, but consumers prefer authentic collaborations where influencers genuinely use and endorse the products they promote.
The Role of Social Media Influencers in Consumer Psychology: An Evaluation of Generation Z Research	The paper explores how social media influencers shape Generation Z's perceptions and behaviours through factors like parasocial relationships, influencer credibility, and content value.	• Parasocial relationship, influencer credibility, brand-influencer compatibility, content value and originality, and influencer-follower engagement positively impact self-brand connection, brand image, purchase intention, and brand loyalty for Gen Z consumers. • The proposed model can inspire interdisciplinary research integrating psychology and marketing to further understand Gen Z consumer behaviour in

relation to social media
influencers.

These findings suggest that Gen Z seeks a deeper connection with public figures, preferring those who demonstrate genuine engagement and strong values. Public figures who fail to align with these expectations risk losing influence and credibility. Additionally, strategic yet authentic brand endorsements can be highly effective when executed with sincerity and alignment with societal values.

Conclusion

Understanding the factors influencing Gen Z's perception of public figures is crucial in today's digital landscape. This study highlights the importance of social media engagement, authenticity, socio-political advocacy, and value-driven endorsements. Public figures who embrace transparency, engage actively with their audience, and align with social causes tend to build stronger connections and maintain credibility. As Gen Z continues to shape consumer culture and public discourse, these insights provide valuable guidance for influencers, marketers, and brands navigating the evolving digital environment.

The table below summarizes suggestions for future research based on past articles reviewed in this paper:

Table 2: Future Research

Article Title	Authenticity	Social Media Engagement	Socio-Political Stance	Celebrity Endorsement	Gaps / Research Implications
Efektivitas Strategi Komunikasi Pemasaran Celebrity Endorsement di Instagram terhadap Generasi Z	✗	✓	✗	✓	Lacks exploration of authenticity in shaping perception; focuses more on branding mismatches.
The Role of Influencer Authenticity and Brand Trust in Shaping Consumer Behavior	✓	✓	✗	✓	Does not cover socio-political stance; more focus on consumerism than perception.
A Study on Gen Z Consumer Perception towards Celebrity Endorsement and Its Impact on Brand Building	✓	✓	✓ (implied by "shared beliefs")	✓	Needs deeper focus on how political or ethical alignment impacts endorsement perception.
The Relationship between the Perception of Social Media Credibility and Political Engagement in social media among Generation Z	✗	✓	✓	✗	Lacks focus on specific public figures; only addresses general political content.

Article Title	Authenticity	Social Media Engagement	Socio-Political Stance	Celebrity Endorsement	Gaps / Research Implications
Influence of Micro-Celebrities on Generation Z	✔ (perceived relatability)	✔	✗	✔	Limited insight into the depth of authenticity; does not consider ethical stances or broader public impact.
The Impact of Social Media Influencers on Generation Z's Consumer Buying Behavior	✔	✔	✔ (ethical dimensions)	✔	Does not distinguish between influence for consumer behaviour vs. public figure perception.
Differences in Perceived Influencer Authenticity: A Comparison of Gen Z and Millennials	✔	✔	✗	✗	Strong on authenticity but limited on other variables like socio-political positioning or endorsements.
Media and Celebrity Culture: The Influencer Phenomenon on social media	✔	✔	✗	✔	Does not explore implications of socio-political alignment; focuses more on influence as a career.
Media Figures as Adolescent Role Models	✔	✔	✗	✔	Does not explore how socio-political content from these figures affects perception.
A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements	✔	✔	✗	✔	Does not consider socio-political stance or long-term perception. Focus is limited to short-term purchase intent.
The Influence of Social Media Influencers on Gen Z Consumer Behavior in Indonesia	✔	✔	✗	✔	Good regional perspective but lacks broader cross-cultural or ideological dimensions.
The Role of Social Media Influencers in Consumer Psychology	✔	✔	✗	✔	Strong on influencer-follower dynamics but limited attention to public figures with social advocacy roles.

Many existing studies have provided valuable insights into authenticity and social media engagement, but there remains a noticeable lack of focus on socio political stances, particularly how a public figure's alignment with causes like climate change or equality shapes Generation Z's perception. Most of the research also leans heavily towards examining how public figures influence consumer behaviour, such as buying decisions, rather than exploring deeper aspects like trust, admiration, or social impact. Another key limitation is the lack of holistic analysis

since few studies bring together all four major variables in one cohesive framework. This opens an opportunity for more integrated research that considers how authenticity, social media engagement, socio political values, and celebrity endorsements collectively influence perception. Additionally, many existing studies are limited to specific cultural or regional settings, which means we are missing a broader global understanding of how these perceptions may vary. Finally, most of the findings focus on short term effects, leaving a gap in understanding how long-term exposure to public figures shapes lasting attitudes and values among Generation Z

Acknowledgements

References

Alfaruqy, M. Z., Padmonurcahyo, A., & Salsabila, A. Z. (2022). Explaining the forms of generation Z's political engagement: A study on generation Z in Semarang, Indonesia. Simulacra, 5(2), 99-112.

Alfred, J. J. R., & Wong, S. P. (2022). The Relationship between the Perception of Social Media Credibility and Political Engagement in Social Media among Generation Z. Deleted Journal, 2(2), 18–33.

Aquinia, A., Sutejo, B., & Prabowo, R. E. (2023). Brand Image Mediates Between K-Pop Celebrity Endorsements in Social Media Ads and The Purchase Intention Of Gen Z Consumers. Jurnal Ekonomi, 12(3), 668-673.

Audrezet, A., De Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. Journal of business research, 117, 557-569.

Ayaburi, E. W., & Treku, D. N. (2020). Effect of penitence on social media trust and privacy concerns: The case of Facebook. International Journal of Information Management, 50, 171-181.

Baghel, D. (2023). The Role of Influencer Authenticity and Brand Trust in Shaping Consumer Behavior: Strategies to Engage Generation Z. ShodhKosh Journal of Visual and Performing Arts, 4(1).

Bansal, N. (2023). A Study on Gen Z Consumer Perception towards Celebrity Endorsement and Its Impact on Brand Building. International Journal for Multidisciplinary Research, 5(4).

Begum, K. P., Saliha, M., & Srivarshini, K. (2025). Impact of Celebrity Endorsement on Purchase Decision of Generation Y and Z Women Consumers towards Cosmetic Products in Chennai City. Technological Transformation: A Key Catalyst for Sustainable Business Development, 430.

Begum, K. P., Saliha, M., & Srivarshini, K. (2025). Impact of Celebrity Endorsement on Purchase Decision of Generation Y and Z Women Consumers towards Cosmetic Products in Chennai City. Technological Transformation: A Key Catalyst for Sustainable Business Development, 430.

Biswas, T. (2021). Letting teach: Gen Z as socio-political educators in an overheated world. Frontiers in Political Science, 3, 641609.

Block, E., & Lovegrove, R. (2021). Discordant storytelling,'honest fakery', identity peddling: How uncanny CGI characters are jamming public relations and influencer practices. Public relations inquiry, 10(3), 265-293.

Buheji, M. (2024). How Is Gaza Inspiring Gen-Z And Changing Their Mindsets?. International Journal of Social Sciences Research and Development (Ijssrd), 6(01), 1-22.

Burzová, S. (2024). Celebrities in marketing through the eyes of Generations Y and Z: attitudes and current trends. MERKÚR 2024, 34.

Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. Journal of Business Research, 122, 835-846.

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. Asia Pacific Journal of Marketing and Logistics, 32(3), 695-720.

Chiu, C. L., & Ho, H. C. (2023). Impact of celebrity, Micro-Celebrity, and virtual influencers on Chinese gen Z's purchase intention through social media. Sage Open, 13(1), 21582440231164034.

Coman, I. A., Yuan, S., & Tsai, J. Y. (2022). Toward an audience-centric framework of corporate social advocacy strategy: An exploratory study of young consumers from Generation Z. Sustainability, 14(7), 4099.

Crawford, J. A., Dawkins, S., Martin, A., & Lewis, G. (2020). Putting the leader back into authentic leadership: Reconceptualising and rethinking leaders. Australian Journal of Management, 45(1), 114-133.

Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. Journal of retailing and consumer services, 59, 102345.

Epafras, L. C., Jemali, M., Kaunang, H. P., & Setyono, V. S. (2021). Transitional Religiosity: Religion of Generation Z. Religious Life, Ethics and Human Dignity in the Disruptive Era, 247-257.

Erwin, E., Saununu, S. J., & Rukmana, A. Y. (2023). The influence of social media influencers on Generation Z consumer behavior in Indonesia. West Science Interdisciplinary Studies, 1(10), 1028–1038.

Fauziah, A., Khaeriah, A. S., Pratiwi, A., Amelia, D., Hasanah, H. Y., Setiawati, H., Firmansyah, I., & Salsabilla, R. M. (2024). Media and celebrity culture: The influencer phenomenon on social media. Deleted Journal, 4(4), 264–268.

Febriani, N. (2021). Efektivitas strategi komunikasi pemasaran celebrity endorsement di Instagram terhadap generasi Z. Jurnal Manajemen Komunikasi, 5(2), 238.

Ferreira, P. D., & Menezes, I. (2021). The civic and political participation of young people: Current changes and educational consequences. Frontiers in political science, 3, 751589.

Ginanjar, S. E., Shalsabila, D., Noviawati, R., & Faturohman, R. (2024). Keputusan Pembelian Pada Generasi Z ditinjau dari Endorsement. Jurnal Ilmiah Ekonomi dan Manajemen, 2(2), 255-260.

Gürel, E., & Eyüboğlu, E. (2023). Political communication in digital media and online political participation of generation z. Turkish Online Journal of Design Art and Communication, 13(4), 980-994.

Hassan, S. H., Teo, S. Z., Ramayah, T., & Al-Kumaim, N. H. (2021). The credibility of social media beauty gurus in young millennials' cosmetic product choice. Plos one, 16(3), e0249286.

Hund, E. (2023). The influencer industry: The quest for authenticity on social media.

Jenkins, E. L., Ilicic, J., Barklamb, A. M., & McCaffrey, T. A. (2020). Assessing the credibility and authenticity of social media content for applications in health communication: scoping review. Journal of medical Internet research, 22(7), e17296.

Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: foundations, trends, and ways forward. Electronic Commerce Research, 1-55.

Judijanto, L., Tjahyafi, I., Sastraatmadja, A. H. M., Maqfirah, P. A., & Astafi, R. (2024). Hubungan Antara Media Sosial dan Perilaku Altruistik pada Generasi Z. Jurnal Psikologi Dan Konseling West Science, 2(04), 301–309.

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, 31(2), 55-81.

Kadam, N., Deshmukh, A., & Kadam, R. (2021). A study on impact of social media influencers' endorsements on the buying behaviour of gen Z, for lifestyle and electronics product category with special reference to Pune City. Parikalpana: KIIT Journal of Management, 17(1), 218-227.

Kapitan, S., van Esch, P., Soma, V., & Kietzmann, J. (2022). Influencer marketing and authenticity in content creation. Australasian Marketing Journal, 30(4), 342-351.

Kim, M., & Kim, J. (2020). The influence of authenticity of online reviews on trust formation among travelers. Journal of Travel Research, 59(5), 763-776.

Kuncoro, H. A. D. P., & Kusumawati, N. (2021). A study of customer preference, customer perceived value, sales promotion, and social media marketing towards purchase decision of sleeping product in Generation Z. Adv. Int. J. Business, Entrep. SMEs, 3(9), 265-276.

Leslie, B., Anderson, C., Bickham, C., Horman, J., Overly, A., Gentry, C., ... & King, J. (2021). Generation Z perceptions of a positive workplace environment. Employee responsibilities and rights journal, 33, 171-187.

Luebke, S. M. (2021). Political authenticity: Conceptualization of a popular term. The International Journal of Press/Politics, 26(3), 635-653.

Luoma-Aho, V., Pirttimäki, T., Maity, D., Munnukka, J., & Reinikainen, H. (2021). Primed authenticity: How priming impacts authenticity perception of social media influencers. In Social Media Influencers in Strategic Communication (pp. 119-132). Routledge.

McCormick, H., & Ram, P. (2022). 'Take a Stand': The Importance of Social Sustainability and Its Effect on Generation Z Consumption of Luxury Fashion Brands. In Sustainable luxury: an international perspective (pp. 219-239). Cham: Springer International Publishing.

Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. Journal of Business Research, 139, 1-12.

Misron, A., Gabor, H. A., Rao, S. N., & Ming, C. S. (2024). The impact of social media influencers on Generation Z's consumer buying behavior: A conceptual analysis. International Journal of Academic Research in Business and Social Sciences, 14(11).

Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. Journal of Global Scholars of Marketing Science, 31(1), 10-29.

Nugroho, S. D. P., Rahayu, M., & Hapsari, R. D. V. (2022). The impacts of social media influencer's credibility attributes on gen Z purchase intention with brand image as mediation: Study on consumers of Korea cosmetic product. International Journal of Research in Business and Social Science, 11(5), 18-32.

Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. Journal of Business Research, 142, 100-112.

Pandowo, A. (2024). Pemasaran sosial pada Generasi Z: Efek ulasan konsumen, selebriti endorser, dan kepercayaan merek. Jurnal Manajemen Bisnis Dan Kewirausahaan, 8(3), 733–744.

Pang, H. (2021). Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors. Telematics and Informatics, 59, 101561.

Park, M., Im, H., & Kim, H. Y. (2020). "You are too friendly!" The negative effects of social media marketing on value perceptions of luxury fashion brands. Journal of Business Research, 117, 529-542.

Passyn, K.A. (2020). The Influence of Social Media on Perceptions of Political Authenticity.

Pezzuti, T., Leonhardt, J. M., & Warren, C. (2021). Certainty in language increases consumer engagement on social media. Journal of Interactive Marketing, 53(1), 32-46.

Pöyry, E., Pelkonen, M., Naumanen, E., & Laaksonen, S. (2019). A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication. International Journal of Strategic Communication, 13(4), 336–351.

Pöyry, E., Pelkonen, M., Naumanen, E., & Laaksonen, S. M. (2021). A call for authenticity: Audience responses to social media influencer endorsements in strategic communication. In Social media influencers in strategic communication (pp. 103-118). Routledge.

Pradhan, D., Kuanr, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands. Psychology & Marketing, 40(1), 27-47.

Putri, T. N., Thamrin, D., & Siahaan, M. (2025). Celebrity Endorsement Analysis in Skintific Product Reviews on Tiktok on Generation Z Purchase Decisions (Case Study on Skintific Product Users in Bekasi). MAR-Ekonomi: Jurnal Manajemen, Akuntansi Dan Rumpun Ilmu Ekonomi, 3(02), 68-76.

Rachmad, Y. E. (2023). Personal Branding Theory.

Rachmad, Y. E. (2024). The Evolution of Consumer Behavior: Theories of Engagement, Influence, and Digital Interaction. PT. Sonpedia Publishing Indonesia.

Reinikainen, H., Kari, J. T., & Luoma-Aho, V. (2020). Generation Z and organizational listening on social media. Media and Communication, 8(2), 185-196.

Robin, P., Alvin, S., & Hasugian, T. (2022). Gen-Z perspective on politics: High interest, uninformed, and urging political education. Jurnal Ilmu Sosial dan Ilmu Politik (JISIP), 11(3).

Sachdev, D. N., & Chahal, D. S. (2021). Study of brand activism on millennials and generation Z. Available at SSRN 4873960.

Salikhova, E. A., & Vyugina, D. M. (2022). Emotions as Key to Russian GenZs' Consumption of Political News. Psychology in Russia, 15(2), 32.

Schreiner, M., Fischer, T., & Riedl, R. (2021). Impact of content characteristics and emotion on behavioral engagement in social media: literature review and research agenda. Electronic Commerce Research, 21, 329-345.

Singer, M. F., Callendar, C. L., Ma, X., & Tham, S. M. (2023). Differences in perceived influencer authenticity: a comparison of Gen Z and Millennials' definitions of influencer authenticity during the de-influencer movement. Online Media and Global Communication, 2(3), 351–378.

Stepanović-Ilić, I., Nikitović, T., Blažanin, B., & Mojović-Zdravković, K. (2023). Media figures as adolescent role models: (Dis)similarities between the Millennials and Generation Z. Psiholoska Istrazivanja, 26(2), 239–267.

Suhariyanto, D., & Rozak, A. (2025). Political Participation, Civic Education, and Social Media on Generation Z's Political Engagement. The Eastasouth Journal of Social Science and Humanities, 2(02), 161-170.

Suprawan, L., Oentoro, W., & Suttharattanagul, S. L. (2025). Love me, love my endorsed brand: unveiling the impact of Generation Z fan's celebrity worship on online brand advocacy. Journal of Product & Brand Management.

Tamara, D., Irwansah, I. R., & Anwar, N. (2023). The Influence of Celebrity Endorsers to Invesment Intention in Gen Z during Pandemic.

Tham, A., Mair, J., & Croy, G. (2020). Social media influence on tourists' destination choice: Importance of context. Tourism Recreation Research, 45(2), 161-175.

Thangavel, P., Pathak, P., & Chandra, B. (2022). Consumer decision-making style of gen Z: A generational cohort analysis. Global Business Review, 23(3), 710-728.

The Role of Social media Influencers in Consumer Psychology: An Evaluation of Generation Z research. (2023). Nesne Psikoloji Dergisi, 11(28).

Tolani, K. C., & Sao, R. (2020). Influence of Micro-Celebrities on Generation Z. In Advances in finance, accounting, and economics book series (pp. 54–72).

Tumundo, K. T., Kindangen, P., & Gunawan, E. M. (2022). The Influence Of Celebrity Endorsements And Electronic Word-Of-Mouth Of Generation Z Purchase Decision Of Scarlett Whitening Products. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 10(3), 850-860.

Wang, W. (2023). The impact of positive and negative news about celebrity endorsers on the consumer behavior of generation Z—take the Chinese market as an example. In SHS Web of Conferences (Vol. 155, p. 02013). EDP Sciences.

Waworuntu, E. C., Mandagi, D. W., & Pangemanan, A. S. (2022). 'I See It, I Want It, I Buy It': The Role of Social Media Marketing in Shaping Brand Image and Gen Z's Intention to Purchase Local Product. Society, 10(2), 351-369.

Yadav, G.P., & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. Global Journal of Enterprise Information System, 9, 110-116.

Yunissov, Y., Imankul, A., Urunbassarova, E., Rakimzhanova, S., Hernández García de Velasco, J. J., Seisekenova, A., & Tursynbaeva, A. (2023). Perceptions of life success and moral qualities of a modern person of generation Z: a study of economics and humanities students.