



INTERNATIONAL JOURNAL  
OF ENTREPRENEURSHIP AND  
MANAGEMENT PRACTICES  
(IJEMP)

[www.gaexcellence.com/ijemp](http://www.gaexcellence.com/ijemp)



**THE SEARCH-TO-DISCOVERY EVOLUTION:  
A SYSTEMATIC LITERATURE REVIEW OF SOCIAL  
MEDIA SEARCH BEHAVIOURS AND GENERATION Z  
ENTREPRENEURIAL ENTRY**

Dzunnur Zaily Mohd Dzulkifli<sup>1</sup>, Umi Kartini Rashid<sup>2\*</sup>, Noor Aslinda Abu Seman<sup>3</sup>

<sup>1</sup> Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM), Parit Raja, 86400 Parit Raja, Batu Pahat, Johor, Malaysia

 [dzunnurzaily@gmail.com](mailto:dzunnurzaily@gmail.com)

 <https://orcid.org/0009-0005-4744-4375>

<sup>2</sup> Johor Business School, Universiti Tun Hussein Onn Malaysia (UTHM), Parit Raja, 86400 Parit Raja, Batu Pahat, Johor, Malaysia

 [kartini@uthm.edu.my](mailto:kartini@uthm.edu.my)

 <https://orcid.org/0000-0003-0187-0756>

<sup>3</sup> Johor Business School, Universiti Tun Hussein Onn Malaysia (UTHM), Parit Raja, 86400 Parit Raja, Batu Pahat, Johor, Malaysia

 [naslinda@uthm.edu.my](mailto:naslinda@uthm.edu.my)

 <https://orcid.org/0000-0002-3919-6050>

\*Corresponding Author

**Article Info:**

**Article history:**

Received date: 27.04.2026

Revised date: 21.05.2026

Accepted date: 23.06.2026

Published date: 30.06.2026

**To cite this document:**

Dzulkifli, D. Z. M., Rashid, U. K., & Seman, N. A. A. (2026). The Search-To-Discovery Evolution: A Systematic Literature Review of Social Media Search Behaviours and Generation Z Entrepreneurial Entry. *International Journal of*

**Abstract:**

The rapid growth of social media has transformed traditional information-seeking activities into search-to-discovery experiences, influencing how Generation Z identifies entrepreneurial opportunities and makes business-related decisions. Despite growing interest in digital entrepreneurship, limited understanding exists regarding how social media search behaviours encourage entrepreneurial engagement among this generation. To address this gap, this study conducts a systematic literature review that synthesizes existing literature on search-to-discovery dynamics and their implications for Generation Z entrepreneurship. Following the PRISMA protocol, studies were retrieved from the Web of Science and Scopus databases, resulting in the selection and analysis of 26 eligible primary studies. The thematic synthesis identifies three themes. Social media discovery influences how Generation Z recognizes opportunities, develops entrepreneurial intentions, and transitions from consumers to potential entrepreneurs. First, influencer credibility shapes entrepreneurial awareness and decision-making. Second, platform engagement and social commerce features support opportunity recognition and entrepreneurial discovery. Third, emotional engagement and perceived value strengthen entrepreneurial intentions and sustained participation. Overall, the

*Entrepreneurship and Management Practices*, 9(34), 454-477.

findings suggest that social media functions as a discovery environment that supports opportunity recognition, entrepreneurial intention development, and consumer-to-entrepreneur transitions among Generation Z. This review develops an integrated framework linking entrepreneurial cognition, social commerce, digital consumer behaviour, and opportunity recognition to explain how social media search experiences influence entrepreneurial entry. The framework contributes to digital entrepreneurship literature by clarifying the mechanisms through which online discovery processes shape entrepreneurial engagement and provides practical guidance for educators, platform developers, and entrepreneurship support agencies.

**DOI:** 10.35631/IJEMP.934028

**Keyword:**

Digital Entrepreneurship, Generation Z, Information Seeking Behaviour, Social Media Search



© The authors (2026). This is an Open Access article distributed under the terms of the Creative Commons Attribution (CC BY NC) (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. For commercial re-use, please contact [ijemp@gaexcellence.com](mailto:ijemp@gaexcellence.com).

## Introduction

The rapid growth of social media has changed how people access, interpret, and discover information. This is especially true for Generation Z (Gen Z), a group born between the mid-1990s and early 2010s who have grown up with digital technologies and social networking platforms. As digital natives, Gen Z increasingly relies on social media not just for communication and information but also for learning, career exploration, and starting their own businesses. This reliance has shifted how they seek information, moving toward a search-to-discovery process. This process involves ongoing interaction, personalized content, and social engagement. Given their digital skills and interest in entrepreneurship, Gen Z is a key group for studying how social media impacts business development. Specifically, experiences with social media can help them recognize opportunities, strengthen their business goals, and make the transition to becoming entrepreneurs. Understanding these processes adds to the literature on digital entrepreneurship by explaining how online interactions influence entrepreneurial thinking, opportunity evaluation, and starting new ventures. This, in turn, sheds light on the connection between social media use and entrepreneurial action.

Social media search behaviour goes beyond just acquiring information. It helps foster entrepreneurial awareness and engagement among Generation Z. Entrepreneurial Cognition Theory suggests that exposure to information, past experiences, and environmental triggers shape the mental frameworks that support entrepreneurial awareness and decision-making (Mitchell et al., 2002). This idea aligns with Opportunity Recognition Theory, which states that access to information and social interactions helps people identify and assess entrepreneurial opportunities (Shane & Venkataraman, 2000). In digital spaces, Social Commerce Theory

points out how platform interactivity, user-generated content, and social influence affect engagement and behaviour (Liang & Turban, 2011). Additionally, research on Digital Consumer Behaviour highlights how trust, perceived value, and online experiences shape intentions and ongoing participation (Lemon & Verhoef, 2016). Together, these views suggest that experiences driven by social media can aid in entrepreneurial growth by improving opportunity recognition, reinforcing entrepreneurial intentions, and helping individuals move from consumers to entrepreneurs. Therefore, integrating these theories provides insight into how digital interactions impact entrepreneurial entry among Generation Z and lays a foundation for further research in digital entrepreneurship.

Existing studies describe Generation Z as skilled with technology and inclined toward entrepreneurship. They value meaningful work, work-life balance, and social responsibility (Botezat et al., 2024; Brînză & Butnaru, 2024; Goryunova & Jenkins, 2023; Sakashita, 2020; Yazici & Ayazlar, 2021). This group also demonstrates strong awareness of environmental, ethical, and social issues, which influences its consumption patterns, career aspirations, and decision-making processes (Ameen & Anand, 2020; Goryunova & Jenkins, 2023; Salviotti et al., 2023). Their use of social media comes from different ways of seeking information, including heuristic, systematic, and defensive strategies. Heuristic searching is driven by emotional appeal, trends, and personal relevance. In contrast, systematic searching focuses on gathering task-oriented information and validation from experts. Defensive information-seeking relates to worries about authority, self-image, and social approval (Zheng, 2024). Additionally, Fear of Missing Out (FoMO) boosts social media use by pushing people to consume content continuously. It encourages social comparison and increases reliance on digital platforms for decision-making (Latupeirissa & Cistadewi, 2025). These behaviours show that social media acts not just as an information source but also as a tool that influences how Generation Z explores opportunities, develops entrepreneurial awareness, and gets involved.

## Literature Review

Social media plays an important role in the process of entrepreneurship development through enabling access to social capital, knowledge networks, and entrepreneurship resources that help to explore the opportunities and establish a venture. Individuals have the opportunity to gain market information, develop their professional networks, and identify new business opportunities, thus facilitating entrepreneurship entry through the use of digital technologies (Wang et al., 2020). Furthermore, social media helps to raise awareness about sustainability, ethics, and corporate social responsibility, promoting the development of entrepreneurial ventures based on some purpose (Peiró-Signes et al., 2025). In particular, social media is actively used by Generation Z to look for job opportunities, assess products and services, and receive health-related information (Babu & Ramakrishna, 2024; Choi et al., 2015; Liang et al., 2022; Mowbray & Hall, 2021; Wübbelt & Tirrel, 2022). The search process conducted by generation Z is affected by such characteristics of the platform as visuality, interactivity, credibility, and informational value (Leung et al., 2012; Priyambodo et al., 2025). All these results indicate that social media is not just about information gathering and increasingly serves as a search-to-discovery tool.

Generation Z entrepreneurial intentions are determined by a set of various psychological, social and technological factors such as past experience, empathy, moral responsibility, self-efficacy and social support (Nguyen, 2025). Moreover, the increasing involvement of social intelligence

and artificial intelligence in Gen Z business ventures implies that the success of entrepreneurship is dependent on the capacity to merge technology-related skills and interpersonal skills (Sharma et al., 2025). Social media plays a significant role in this process since it enables gaining access to social capital and entrepreneurial resources for individuals with limited opportunities and makes it possible to participate in entrepreneurship and enter into it (Wang et al., 2020, 2024). Social motives like social inclusion, identity formation and self-efficacy contribute to entrepreneurial intentions (Burlea-Schiopoiu & Popovici, 2024). Moreover, social media acts as a learning platform whereby users gain knowledge, develop skills, and acquire experience through content sharing and interactions with other users as well as entrepreneurship role models (Herlina et al., 2023). These experiences help Generation Z develop digital entrepreneurial competencies and suggest that social media extends beyond communication and information exchange to become a search-to-discovery mechanism that enhances entrepreneurial awareness, strengthens intentions, and supports transitions into entrepreneurial activities.

Even though past research has been conducted separately on Generation Z, social media usage, and entrepreneurial intentions, there have been little efforts put into integrating these concepts into one conceptual framework. Entrepreneurial Cognition Theory states that people process environmental inputs and learned knowledge to facilitate entrepreneurial decision-making and actions (Mitchell et al., 2002). Opportunity Recognition Theory stresses the role of information input and social interactions in identifying new ventures (Shane & Venkataraman, 2000). The theory of Social Commerce highlights the effect of social influence, interactivity of the platform, and participation in communities on consumer behaviour in virtual markets (Liang & Turban, 2011). Research on Digital Consumer Behaviour also reveals the effect of emotional engagement, trust and value perceptions on behavioural intentions and loyalty in digital environments (Lemon & Verhoef, 2016). Table 1 provides a consolidated overview of the current body of research.

**Table 1: Summary of Present Studies**

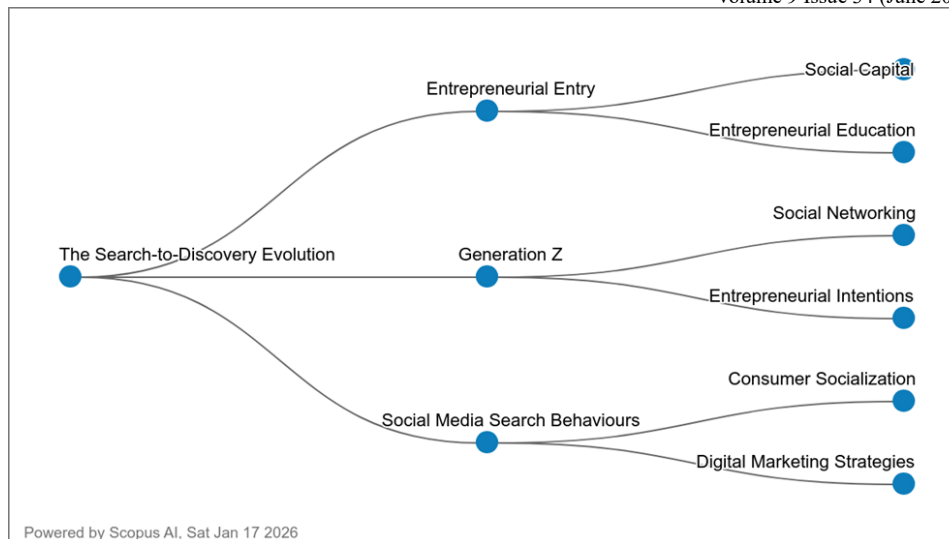
Aspect	Key Points	References
Generation Z Characteristics	Entrepreneurial, technologically sophisticated, globally aware, environmentally conscious, value social justice.	(Ameen & Anand, 2020; Sakashita, 2020; Yazici & Ayazlar, 2021; Goryunova & Jenkins, 2023; Salviatti et al., 2023; Botezat et al., 2024; Brînză & Butnaru, 2024)
Social Media Search Behaviours	Driven by heuristic, systematic, and defensive seeking factors. Use social media for job searches, health information, consumer decisions; influenced by visual appeal, user interactivity, perceived usefulness and fear of missing out (FoMO).	(Leung et al., 2012; Choi et al., 2015; Mowbray & Hall, 2021; Liang et al., 2022; Wübbelt & Tirrel, 2022; Babu & Ramakrishna, 2024; Zheng, 2024; Latupeirissa & Cistadewi, 2025; Priyambodo et al., 2025)

Entrepreneurial Entry	Social media use provides access to social capital and information, positively impacts entrepreneurial entry, especially for disadvantages populations.	(Wang et al., 2020, 2024)
Impact on Entrepreneurial Entry	Facilitates acquisition of social capital; promotes sustainability and social responsibility.	(Wang et al., 2020; Peiró-Signes et al., 2025)
Influencing Factors	Prior experience, empathy, moral obligation, self-efficacy, perceived social support. Desire for social inclusion, self-efficacy, visual appeal, user interactivity.	(Leung et al., 2012; Burlea-Schiopoiu & Popovici, 2024; Nguyen, 2025; Priyambodo et al., 2025)
Entrepreneurial Learning	Provides access to knowledge-based activities and resources, essential for digital learning.	(Herlina et al., 2023)

---

Source: Scopus

The concept map above highlights how the search-to-discovery experience acts as a tool through which engagement with social media, Generation Z traits and entrepreneurial outcomes can be associated. The model reveals that through search behaviour in social media, entrepreneurial opportunities can be recognized and entrepreneurship practiced due to its influence on consumer socialization, digital interaction and access to entrepreneurial information. Being digital natives, Generation Z depends on technologically advanced platforms for education, learning, building identity and exploring careers. Thus, social media becomes a significant environment where Generation Z engage in entrepreneurial activities. Social networking is essential for developing entrepreneurial intentions through knowledge attainment, social capital and entrepreneurial education. It is important to note that entry into entrepreneurship for Generation Z is a continuous process shaped by the repeated interactions and discovery processes in the social platforms. The paper provides a new insight into the study of digital entrepreneurship by associating search-to-discovery experience with entrepreneurial opportunity recognition and development of entrepreneurial intentions.



**Figure 1: Concept Map of The Search-to-Discovery Evolution**

Source: Scopus AI

In conclusion, a more comprehensive insight into the search activities of Generation Z on social media and their effect on entrepreneurial entry will provide an opportunity to nurture future entrepreneurs. Social media networks play a significant role in disseminating knowledge, building networks, and accessing entrepreneurial resources and, therefore, have a direct effect on how Generation Z approaches entrepreneurship. As natives of the digital era, members of this generation use social media interactions to spot opportunities, build social capital, and initiate their ventures. Further research should be conducted to study how social media involvement influences the entrepreneurial intentions of members of Generation Z and how digital platforms can be used for this purpose.

### *Theoretical Perspectives Underpinning Search-to-Discovery Behaviour*

The search to discovery process that has been found in this literature review can be explained using the theories that complement each other and show how social media affects entrepreneurial involvement in Generation Z through different ways. The theory of entrepreneurial cognition is based on the notion that the behaviour of entrepreneurs is driven by their cognitive structures and mental scripts that allow them to recognize opportunities and make venture decisions as a result of receiving certain information and gaining experience (Mitchell et al., 2002). The theory of opportunity recognition is based on the idea that the information asymmetry, previous knowledge, and social interaction lead to entrepreneurial opportunities (Shane & Venkataraman, 2000). For digital contexts, Social Commerce Theory provides an insight into the relationship between platform interactivity, user-generated content, social influence, behavioural reactions, and value creation (Liang & Turban, 2011), while the study of Digital Consumer Behaviour focuses on the role of trust, value perception, emotional involvement, and online experience in determining behavioural intentions and continuity (Lemon & Verhoef, 2016). In summary, these two theoretical approaches allow for understanding the influence of social media search experiences on opportunity recognition, development of entrepreneurial intentions, and transformation from consumers into entrepreneurs for Gen Z individuals. The present review contributes to the development of literature on digital entrepreneurship through providing the search-to-discovery theory

incorporating such areas as entrepreneurial cognition, social commerce, consumer behaviour, and opportunity recognition.

## Research Question

Research questions provide an essential tool for conducting systematic literature reviews through framing the scope of research, aiding in study selection, and ensuring consistency in the connection between the review objectives, search methods, and analysis of the results. Formulating effective research questions allows for better evidence identification and integration, aids in consistent interpretation of the findings and increases transparency and reproducibility of the review process, allowing future researchers to validate or extend the findings. Besides that, research questions can be helpful for mapping out existing knowledge, finding the gaps in research, and exploring the trends both theoretical and empirical. Consequently, the formulation of the research questions is a key stage in the planning of the systematic review since it determines the very direction of the research (Kitchenham, 2007). In order to assure conceptual clarity and methodological rigour of the study, the current study uses the PICO framework for formulating research questions, which focuses on the Population, Interest and Context and is often used for qualitative and exploratory research question formulation (Lockwood et al., 2015). Following the framework, three research questions were formulated to explore search-to-discovery experience of Generation Z on social media.

1. How does the credibility of social media influencers affect the search-to-discovery behavior of Generation Z's in seeking entrepreneurial opportunities?
2. In what ways do the particular engagement methods and social commerce modalities shape Generation Z's online search strategies during entrepreneurial opportunity discovery?
3. Which cognitive and affective factors associated with social media search behavior affect Generation Z's brand equity and loyalty in an entrepreneurial context?

## Methodology

This study used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach to enable systematic and transparent reviewing (Page et al., 2021). The PRISMA approach offers a systematic way of conducting a literature review by facilitating a structured identification, screening, selection, and synthesis of the relevant studies to increase the methodological rigour and reliability of evidence synthesis. In order to get an extensive coverage of the literature, the searches were done in Web of Science and Scopus databases since these databases have extensive coverage of disciplines that can be used in entrepreneurship and digital studies. The four steps in PRISMA approach were adopted in this review including identification, screening, eligibility and data abstraction. These were done to retrieve the relevant studies, apply the inclusion and exclusion criteria, evaluate the studies for suitability and extract the important information from the studies for synthesis and analysis.

PRISMA consists of four systematic steps including identification, screening, eligibility, and data abstraction. Identification refers to conducting a thorough search of all possible relevant sources. Then comes the screening step when records are reviewed based on the inclusion and exclusion criteria that have been set out in advance. The eligibility step refers to the review of the remaining records that were identified during the screening stage to make sure that they are eligible for analysis. Lastly, the data abstraction step entails extraction, synthesis, and analysis

of information from the selected records. It is evident that such an approach is very analytical and helps ensure that the findings are reliable and backed up by a good evidence base.

### Identification

In accordance with the PRISMA guidelines, the identification phase helped to develop an evidence base for conducting a systematic review of literature by undertaking comprehensive searches in Scopus and Web of Science (WoS) databases. The selection of these databases was justified by the wide range of indexed literature and their significance in terms of interdisciplinary research in the fields of entrepreneurship, business, and social sciences. Searches involving keywords such as social media search, digital entrepreneurship, generation Z, and information seeking behaviour resulted in 4,473 studies, which included 1,402 articles from Scopus and 3,071 articles from WoS. The wide variety of studies is caused by an increased scientific interest in the issues related to digital behaviour and entrepreneurial activities of generations in platform settings. The simultaneous use of both databases helped to minimize the risk of database bias. In addition to finding potential literature sources, this phase laid the foundation for the following stages of the review process such as screening, eligibility, and thematic analysis. The search strings used in the identification phase are described in Table 2.

**Table 2: The Search String**

<b>Scopus</b>	TITLE-ABS-KEY ( ( "Generation Z" OR "digital natives" OR "post-millennial cohort" OR "digitally born generation" OR "internet-native generation" OR "tech-savvy youth" ) AND ( "Social Media" OR "TikTok" OR "Instagram" OR "Creator Economy" ) ) OR ( "digital entrepreneurship" OR "online entrepreneurship" OR "digital business" ) ) AND ( LIMIT-TO ( PUBYEAR , 2023 ) OR LIMIT-TO ( PUBYEAR , 2024 ) OR LIMIT-TO ( PUBYEAR , 2025 ) OR LIMIT-TO ( PUBYEAR , 2026 ) ) AND ( LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "BUSI" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) )
<b>WoS</b>	( "Generation Z" OR "digital natives" OR "post-millennial cohort" OR "digitally born generation" OR "internet-native generation" OR "tech-savvy youth" ) AND ( "Social Media" OR "TikTok" OR "Instagram" OR "Creator Economy" ) OR ( "digital entrepreneurship" OR "online entrepreneurship" OR "digital business" ) (Topic) and 2026 or 2025 or 2024 or 2023 (Publication Years) and Article (Document Types) and English (Languages) and Business Economics or Social Sciences Other Topics (Research Areas)

Source: Scopus and Web of Science

### Screening

The screening step entailed the application of established inclusion and exclusion criteria aimed at retaining those studies that meet the set requirements regarding relevance and methodology, as provided in Table 3. After the identification step, a total number of 3,936 studies were excluded according to language, year, document type, publication type, and subject area criteria. Publications in other languages were excluded to keep the analysis consistent, while articles published before 2024 were excluded to take into account the recent developments in

digital entrepreneurship, social media use, and information seeking behaviour. Conferences, book chapters, reviews, and in-press papers were excluded to give preference to peer-reviewed journal articles as sources with higher levels of evidence. Finally, studies not belonging to the subject areas of Business, Management, and Accounting were excluded to keep consistency with the objectives of the literature review. Consequently, 537 articles qualified for the screening step and were considered eligible for analysis, including 117 articles found in Scopus and 420 from Web of Science. The criteria helped increase consistency and relevancy of the evidence base for future analysis. Inclusion and exclusion criteria used in the screening step are listed in Table 3.

**Table 3: The Selection Criterion in Searching Process**

<b>Criterion</b>	<b>Inclusion</b>	<b>Exclusion</b>
<b>Language</b>	English	Non-English
<b>Timeline</b>	2024 – 2026	< 2024
<b>Literature type</b>	Journal (Article)	Conference, Book, Review
<b>Publication stage</b>	Final	In Press
<b>Subject area</b>	Business, Management and Accounting.	Besides Business, Management and Accounting.

Source: Scopus and Web of Science

### ***Eligibility***

Following the screening stage, the eligibility assessment process entailed the full-text review of 506 articles to identify whether they could be considered as eligible for inclusion in the review. Out of the 506 articles identified at the screening level, 479 of them were found to be ineligible for inclusion into the review. This is because they were outside the disciplinary and thematic scope of the literature review, had no title or abstract that could clearly reflect the key constructs in terms of digital entrepreneurship, social media engagement, generation Z, and information seeking behaviours, or simply did not have any full text available for review. In limiting the inclusion of the articles only to those that were conceptually relevant and well documented, it was possible to achieve consistency in the synthesis of the evidence as well as conducting methodological and empirical quality assessment. Therefore, 26 studies emerged as eligible for inclusion into the review after meeting all the set criteria. Despite being fewer, the selected evidence base considered more relevant concepts and methodologies and was consistent with the review objectives.

### ***Data Abstraction and Analysis***

In this study, an integrative analysis approach has been used to consolidate evidence from multiple qualitative studies that could contribute towards themes on Generation Z's social media search behaviour and digital entrepreneurship. The analysis was conducted using a systematic review of 26 selected qualitative studies from which the empirical findings, concepts, and statements were identified to be used for developing themes as shown in Figure

2 below. Important studies were analysed based on the quality of methodology, analytical contribution, and theoretical significance. The selected evidence was structured into themes and sub-themes based on the discussions among the members of the research team. This helped in ensuring the conceptual validity and coherence of the theme development. A detailed audit trail of the analysis process and evolving interpretation was maintained to improve transparency and replicability of findings. The findings from the different studies were compared to find the recurring themes and overlapping concepts. Table 4 presents the characteristics of the studies included in the final dataset and provides an overview of the empirical evidence underpinning the review. Applying this structured analytical procedure strengthened the consistency of the thematic synthesis and enabled a comprehensive examination of Generation Z's social media search behaviours within the context of digital entrepreneurship.

**Table 4: Number and Details of Primary Studies Database**

No.	Authors	Title	Year	Source title	Scopus	WoS
1	Azhar et al., (2025)	Measuring buying intention of generation Z on social networking sites: an application of social commerce adoption model.	2025	Journal of Economic and Administrative Sciences	/	
2	Vinish et al., (2025)	Influencer Traits and Information Credibility in Driving Gen Z Women's Purchase Intentions.	2025	International Journal of Accounting and Economics Studies	/	
3	Fong et al., (2025)	Exploring the intermediary effects of TikTok on Generation Z's visit intention.	2025	Journal of Vacation Marketing	/	
4	(Duffett & Mxunyelwa, (2025)	Instagram Mega-Influencers' Effect on Generation Z's Intention to Purchase: A Technology Acceptance Model and Source Credibility Model Perspective.	2025	Journal of Theoretical and Applied Electronic Commerce Research	/	
5	Buckley et al., (2025)	Leveraging Livestreaming to Enrich Influencer Marketing.	2025	California Management Review	/	
6	Kholkina et al., (2025)	Virtual or human? The impact of the influencer type on Gen Z consumer outcomes.	2025	Journal of Product and Brand Management	/	

7	Sharma et al., (2025)	Evaluating the relative effect of Instagram and celebrity influencers on brand attitude and purchase intention among Generation-Z: a fashion industry perspective.	2025	International Journal of Internet Marketing and Advertising	/
8	Giron et al., (2025)	Can Affiliate Posts as a Marketing Strategy Influence Generation Z's Purchase Intention?	2025	Review of Integrative Business and Economics Research	/
9	Comicho et al., (2025)	The Power of Beauty Influencers in Building a Positive Brand Image in the Cosmetics Industry.	2025	Review of Integrative Business and Economics Research	/
10	Garg & Bakshi, (2024)	Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing.	2024	Humanities and Social Sciences Communications	/
11	Sarkar, (2024)	Assessing the impact of social media influencers on purchase intention of male cosmetics: mediating role of desire to mimic.	2024	SN Business and Economics	/
12	Hood et al., (2024)	Understanding the role of Instagram in young adult consumers' purchase and post-purchase evaluation behaviours.	2024	Journal of Fashion Marketing and Management	/
13	Ghaleb & Alawad, (2024)	Social media and Purchase Intentions of Gen Z: Role of Social Media Influencers.	2024	International Journal of Instructional Cases	/
14	Suprawan et al., (2025)	Love me, love my endorsed brand: unveiling the impact of Generation Z fan's celebrity worship on online brand advocacy.	2025	Journal of Product and Brand Management	/ /

15	Rizomyliotis et al., (2024)	TikTok short video marketing and Gen Z's purchase intention: evidence from the cosmetics industry in Singapore.	2024	Journal of Asia Business Studies	/	/
16	Arizal & Dwika Listihana, (2024)	Gen Z Customer Loyalty in Online Shopping: An Integrated Model of Trust, Website Design, and Security.	2024	Journal of Internet Commerce	/	/
17	Ngo et al., (2024)	The impact of eWOM information in social media on the online purchase intention of Generation Z.	2024	Cogent Business and Management	/	/
18	Lacap et al., (2025)	How TikTok videos from local fashion brands influence Generation Z's purchase intentions: the roles of attitude and trust.	2025	Young Consumers		/
19	Gupta et al., (2024)	Digital transformation, online advertising, and consumer behaviour.	2024	International Journal of Advertising		/
20	Eastin et al., (2025)	From Toddler to Teen: A Virtual Influencer's Bit to Byte Growing-up Narrative Effect on Ad Engagement and Consumer Perceptions and Brand Choice Behaviour.	2025	Journal of Advertising		/
21	Ong et al., (2024)	Understanding followers' ' processing and perceptions of social media influencer destination marketing: Differences between #Millennials and #GenZs.	2024	Journal of Hospitality and Tourism Management		/

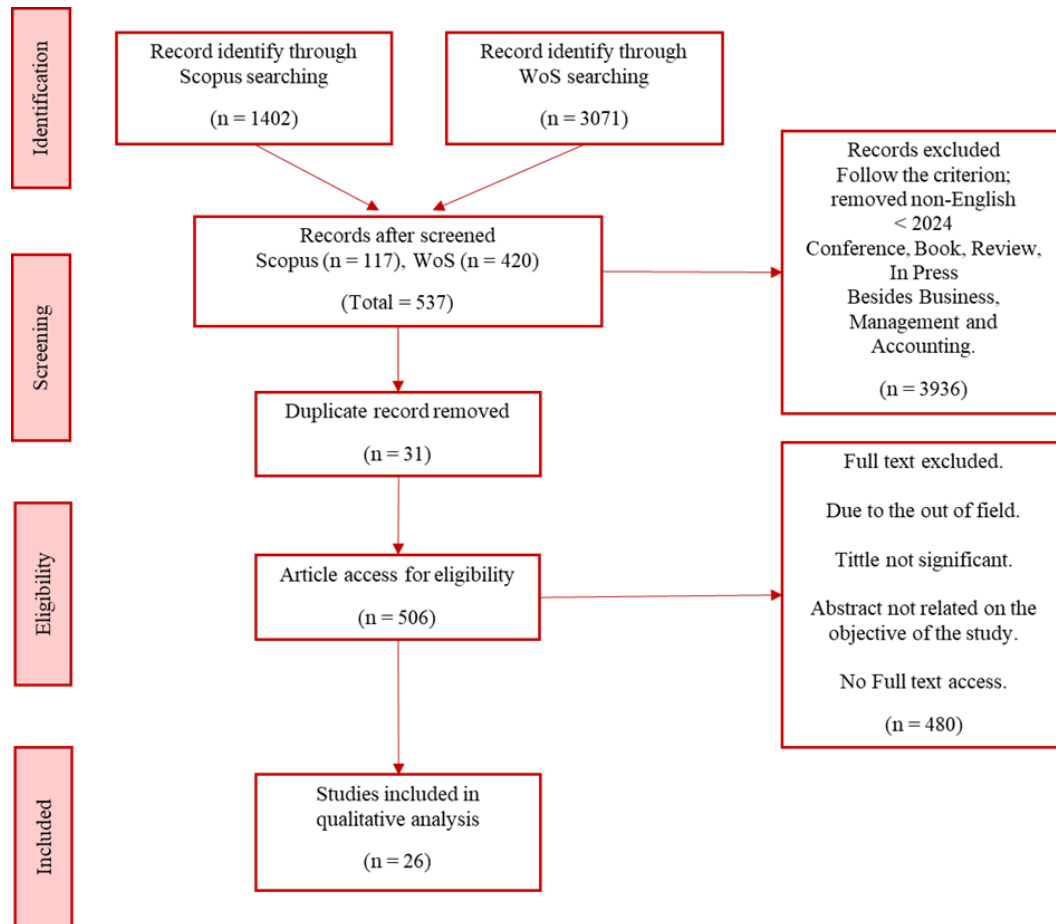
22	Kalla & Rajput, (2025)	Scroll, Click, Abandon: Unravelling the Impact of Social Media Engagement on Cart Abandonment Behaviour Among Gen Z.	2025	Pacific Business Review International	/
23	Maghraoui & Khrouf, (2025)	Instagram live-streaming: how does influencer-follower congruence affect Gen Z trust, attitudes and intentions?	2025	Young Consumers	/
24	Duffett & Maraule, (2024)	Customer engagement and intention to purchase attitudes of generation Z consumers toward emojis in digital marketing communications.	2024	Young Consumers	/
25	Costa-Feito et al., (2025)	Social media brand communication's influence on brand equity in the fashion industry: the effect of youths' hedonic expectations.	2025	Academia-Revista Latinoamericana De Administration	/
26	Le et al., (2025)	Website quality's impact on Gen Z's eWOM behaviour and online purchase intentions: the mediating role of trust in online shopping.	2025	Asia Pacific Journal of Marketing and Logistics	/

Source: Scopus and Web of Science

### ***Quality of Appraisal***

Following the study selection process, a quality assessment was conducted to evaluate the methodological soundness and relevance of the included studies in accordance with the guidelines proposed by Kitchenham, (2007). In order to make the evaluation consistent and transparent, the criteria of quality assessment of the selected studies, offered by Abouzahra et al., (2020), were used in this study. These six criteria include clearness of the research aim (QA1), significance of the research (QA2), methodological transparency (QA3), definitions of key terms (QA4), discussion of relevant literature (QA5), and the identification of limitations of the research (QA6). The evaluation of each criterion was performed by means of three levels of scores such as "Yes" (1), "Partly" (0.5), and "No" (0). Assessment was carried out by three independent experts, and the scores were summed up in order to obtain an average quality score

of each article. To preserve the quality of the evidence base, only those studies that received more than 3.0 of total scores remained in the analysis.



**Figure 2: Flow Diagram of the Proposed Searching Study by Page et al., (2021)**

Source: Scopus and Web of Science

## Result and Discussion

The quality assessment of the 26 selected studies reveals that in the majority of cases there is a relatively high degree of adherence to basic criteria of reporting, but certain issues may be identified with respect to criteria of higher order. In particular, all of the studies include information on the goals of research (QA1); practical or theoretical importance of the research (QA2); and methods used (QA3). At the same time, none of the studies provides any comparison of results obtained with the previous research in the field (QA5). Also, there are certain differences in the way in which concepts were formulated (QA4) and limitations of the study described (QA6), as many of them contain insufficient information on these issues. It could be argued that currently available literature offers sufficient methodological reporting; however, its improvement in such areas as comparative analysis, conceptual definition, and critical reflection could contribute to further development of knowledge in the field. The results of quality assessment of each paper under consideration in terms of six criteria are presented in Table 5.

**Table 5: Quality Assessment of the Primary Study**

Primary Study	QA1	QA2	QA3	QA4	QA5	QA6	Total Mark	Percentage (%)
PS1	1	0.5	0.5	0	0	0	2.0	33.3%
PS2	1	1	1	1	0.5	0	4.5	75.0%
PS3	1	1	1	1	0.5	0	4.5	75.0%
PS4	1	1	1	1	0	0	4.0	66.7%
PS5	1	1	0.5	1	0	0	3.5	58.3%
PS6	1	1	1	1	0.5	0	4.5	75.0%
PS7	1	1	1	1	0	0	4.0	66.7%
PS8	1	1	1	1	0.5	0	4.5	75.0%
PS9	1	1	1	1	0	0	4.0	66.7%
PS10	1	1	1	1	1	0	5.0	83.3%
PS11	1	1	1	1	1	0	5.0	83.3%
PS12	1	1	1	1	1	0	5.0	83.3%
PS13	1	1	1	1	0.5	0	4.5	75.0%
PS14	1	1	1	1	0.5	0	4.5	75.0%
PS15	1	1	1	1	0.5	0	4.5	75.0%
PS16	1	1	1	1	0	0	4.0	66.7%
PS17	1	1	1	1	1	1	6.0	100.0%
PS18	1	1	1	1	0.5	0	4.5	75.0%
PS19	1	1	1	1	0.5	0	4.5	75.0%
PS20	1	1	1	1	0.5	0	4.5	75.0%
PS21	1	1	1	1	1	0	5.0	83.3%
PS22	1	1	1	1	1	1	6.0	100.0%
PS23	1	1	1	1	0.5	1	5.5	91.7%
PS24	1	1	1	1	0.5	0	4.5	75.0%
PS25	1	1	1	1	0.5	0	4.5	75.0%
PS26	1	1	1	1	0.5	0	4.5	75.0%

Source: Scopus and Web of Science

The findings from the quality assessment suggest significant differences in the methodological quality and reporting of the selected studies with an average score of 33.3% to 100%. The studies by Ngo et al., (2024), and Kalla & Rajput, (2025), have scored the highest since they demonstrate the most comprehensive research question, theoretical background, and methodological approach. These papers utilize well-established theories such as the Elaboration Likelihood Model, Social Identity Theory, and the Theory of Planned Behaviour in combination with state-of-the-art analytical methods such as variance-based Structural Equation Modelling and multi-stage experiments. In addition, Azhar et al., (2025), scored the lowest (33.3%) due to their low level of reporting transparency in terms of lack of an abstract, methodology and findings of their study. After applying the criteria of screening and quality assessment, 26 papers were left for synthesis and three themes were revealed: influencer characteristics and source credibility; social commerce platform engagement; and cognitive/affective factors of brand equity and loyalty. These themes serve as an organizing tool that can be used to understand search-to-discovery processes through social media in digital entrepreneurship settings. In order to improve the reliability and validity of the thematic analysis, the themes have been reviewed by two subject matter experts in digital entrepreneurship and marketing.

The results of this review will enrich the existing body of knowledge about digital entrepreneurship by showing how social media search activities serve as a discovery process for fostering entrepreneurship within Generation Z. According to Entrepreneurial Cognition, influencers' credibility and online communication contribute to the creation of awareness and decision-making abilities in entrepreneurship (Mitchell et al., 2002). Additionally, according to the Opportunity Recognition Theory, algorithmically driven content, social networks, and activities on platforms provide users with exposure to new entrepreneurial opportunities (Shane & Venkataraman, 2000). Finally, the discovered themes are relevant for the Social Commerce Theory since it states that such factors as platform features, socialization, and user-generated content have an impact on behaviours (Liang & Turban, 2011). Moreover, the importance of such factors as emotional engagement, perception of value, and branding are consistent with the Digital Consumer Behaviour theory, which suggests that social media users can move from being consumers to entrepreneurs via discovery experiences (Lemon & Verhoef, 2016).

### ***Influencer Dynamics and Source Credibility***

Generation Z consumption behaviour can be influenced using influencer marketing in modern digital business. According to literature review, source credibility depends on personal and professional characteristics of source, including expertise, reliability, likability, and homophily that increase credibility of information especially in cosmetics market Vinish et al., (2025) Vinish et al., (2025). Similarly, Comicho et al., (2025) state that youngsters pay attention to behavioural and aesthetical attributes like personality and physical appearance while determining brand legitimacy. It should be noted that the influence of these factors is strengthened by platform features that promote more user engagement. Fong et al., (2025) using extended technology acceptance model prove that TikTok influencer credibility increases users' self-efficacy and intentions to visit tourism destinations in domestic market. In addition, Buckley et al., (2025) prove that livestreaming boosts perceived authenticity through real time interaction while Duffett & Mxunyelwa, (2025) prove that perceived ease of use and usefulness moderate impact of influencer attractiveness on purchase intention. Although technological advancements in automation have increased, people still build more trust and brand loyalty compared to digital influencers owing to the increased socio-psychological distance that virtual models create Kholkina et al., (2025). Likewise, Sharma et al., (2025) find that influencers help to build a more positive attitude towards brands than celebrity endorsement especially during high message involvement conditions. Affiliate marketing techniques are equally useful for meeting shifting consumer preferences as noted by Giron et al., (2025). Overall, these studies reveal that influencers serve as intermediaries that influence trustworthiness and engagement, and ultimately, brand perception.

### ***Platform-Specific Engagement and Social Commerce Modalities***

Social commerce platforms can be considered as key environments that shape Generation Z's consumption behaviour through the processes of building trust, engagement, and brand advocacy. Literature shows that platform factors, such as the quality of web design and security, play an important role in developing consumer trust and loyalty in online retailing environment Arizal & Dwika Listihana, (2024). Short-form video platforms add to the effectiveness of these relationships in their ability to combine information and entertainment and influence consumer attitudes, trust and purchase intentions (Lacap et al., 2025; Rizomyliotis et al., 2024). In addition to the platform-specific factors, the success of social commerce is influenced by the credibility and relational power of digital intermediaries. Digital beauty bloggers and

influencers with their expertise, attractiveness, and credibility generate parasocial interactions which lower the level of psychological distance and motivate purchases Garg & Bakshi, 2024; Sarkar, 2024). Similarly, engagement plays the mediating role between the value of information and emotions and the effect on purchasing behaviours Ghaleb & Alawad, (2024).

Further still, the move from product discovery to brand advocacy is also affected by the level of quality and credibility of the electronic word-of-mouth that influences information adoption and feedback sharing, as well as post-purchase behaviour Ngo et al., 2024; Hood et al., 2024). Additionally, social media use may induce celebrity worship, brand love, and brand advocacy behaviour Suprawan et al., (2025), while human-like stories told by the virtual influencers can create parasocial relationship experiences similar to those generated by human influencers Eastin et al., (2025). Together, these findings indicate that social commerce facilitates a search to discovery process where platform properties, influencer connection, and social interactions together define Generation Z trust and behaviour.

### ***Cognitive-Affective Drivers of Brand Equality and Loyalty***

Brand equity and brand loyalty of Generation Z are determined by cognitive and emotional reactions to digital experiences through the creation of trust and congruence between consumers and the brand. Maghraoui & Khrouf, (2025) show that influencer–follower congruence in live streaming helps create trust for a brand that results in positive attitudes towards a brand and behavioural intentions. Website quality is another key antecedent of trust in online purchasing environments and facilitates electronic word-of-mouth and positive intentions to purchase (Le et al., 2025). Trust and psychological involvement increase customer engagement, especially when there are expressive elements in digital communications, including emojis (Duffett & Maraule, 2024). From a behavioural perspective, social media activity builds brand relationship and prevents the process of shopping cart abandonment, while passive users experience decision fatigue (Kalla & Rajput, 2025). These findings suggest that brand loyalty can be seen as the result of repeated engagement and alignment of social identity rather than just brand message exposure. Ong et al., (2024) highlight the importance of unique cognitive processing that characterizes Generation Z, as well as parasocial interaction and self-congruity in the decision-making process. Moreover, both user-generated and company-made materials have an impact on brand recognition, but loyalty and quality perceptions are affected by official brand communication that meets or exceeds the emotional expectations of consumers (Costa-Feito et al., 2025). Thus, it can be concluded that brand equity of Generation Z stems from digital experiences that lead to trust and emotional connection.

### **Conclusion**

The purpose of the study is to explore the impact of the social media-driven search-to-discovery process on entrepreneurial awareness and entry among Generation Z. This paper identifies patterns in terms of information-seeking behaviour, platform engagement and cognitive/affective processes involved in entrepreneurial entry among Generation Z based on a systematic review of 26 high-quality articles found as a result of the structured screening and quality appraisal process. Based on the findings, the literature reveals gaps in the existing understanding of the mechanisms underlying the link between social media engagement and entrepreneurship. The review shows that social media is not just a tool for seeking information but can serve to recognize entrepreneurial opportunities, develop intentions of entering the entrepreneurship realm, and engage in entrepreneurship. The main themes identified in the

study include the importance of influencers' credibility and characteristics of the sources used in making decisions and forming entrepreneurial awareness, the role of the platform capabilities to foster engagement and discover entrepreneurial opportunities, and the importance of cognitive and affective variables, such as trust, value perception, emotional involvement, and social identification, in fostering entrepreneurial intention and commitment. Using the theoretical framework of Entrepreneurial Cognition Theory, Opportunity Recognition Theory, Social Commerce Theory, and Digital Consumer Behaviour studies, the present study suggests a search-to-discovery approach to understanding the role of cognitive processes, social influence processes, and digital processes in entrepreneurial development. Through this theoretical lens, the study makes contributions to digital entrepreneurship research in terms of understanding the processes via which social media discovery experiences can increase opportunity recognition, enhance entrepreneurial intentions, and encourage consumer-to-entrepreneur transitions. Additionally, the review can make some recommendations for educators, policymakers, digital platform designers, and digital entrepreneurs on the necessity of authenticity, credibility, and interaction in terms of encouraging entrepreneurial involvement of digital natives. Nonetheless, the use of secondary sources, the consideration of contemporary publications, and the sole attention to Generation Z make room for future research.

- 
- Acknowledgements:** The authors would like to express their sincere gratitude to Universiti Tun Hussein Onn Malaysia (UTHM), Johor Business School (JBS) for providing the necessary resources and support throughout the course of this research. Special appreciation is extended to colleagues and peers who contributed valuable insights and constructive feedback, which greatly enhanced the quality of this paper.
- Funding Statement:** This research received financial support from Universiti Tun Hussein Onn Malaysia (UTHM) under Grant Number (J142). The funding body had no role in the design of the study, data collection, analysis, interpretation of results, or the decision to publish this manuscript.
- Conflict of Interest Statement:** The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the International Journal of Entrepreneurship and Management Practices (IJEMP)
- Ethics Statement:** This study did not involve any human participants, animals, or sensitive data requiring ethical approval. The authors confirm that the research was conducted in accordance with accepted academic integrity and ethical publishing standards.
- Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. Umi Kartini Rashid was responsible for the conceptualization, literature review and overall supervision of the study. Dzunnur Zaily Mohd Dzulkifli designed the methodology, data collection, analysis, and interpretation of results. Noor Aslinda Abu Seman contributed to the drafting and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.
-

## References

- Abouzahra, A., Sabraoui, A., & Afdel, K. (2020). Model composition in Model Driven Engineering: A systematic literature review. In *Information and Software Technology* (Vol. 125). Elsevier B.V. <https://doi.org/10.1016/j.infsof.2020.106316>
- Ameen, N., & Anand, A. (2020). Generation Z in the United Arab Emirates: A Smart-Tech-Driven iGeneration. In *The New Generation Z in Asia: Dynamics, Differences, Digitalization* (pp. 181–192). Emerald Group Publishing Ltd. <https://doi.org/10.1108/978-1-80043-220-820201018>
- Arizal, N., & Dwika Listihana, W. (2024). Gen Z Customer Loyalty in Online Shopping: An Integrated Model of Trust, Website Design, and Security. *Journal of Internet Commerce*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85188554444&partnerID=40&md5=bd25aea43be4edc7149ff6f488b7db12>
- Azhar, M., Akhtar, M. J., Rahman, M. N., & Khan, F. A. (2025). Measuring buying intention of generation Z on social networking sites: an application of social commerce adoption model. *Journal of Economic and Administrative Sciences*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85197178055&partnerID=40&md5=b24a9c92e3ebc16734c2a6e23188b692>
- Babu, B. R., & Ramakrishna, S. (2024). EVOLVING INTERESTS AND PREFERENCES USING ARIMA AND STL IN SOCIAL MEDIA SEARCH BEHAVIORS. *Journal of Theoretical and Applied Information Technology*, 102(22), 8104–8118. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85211116040&partnerID=40&md5=d4bc8f6c4edd110ed49f0439d47ebb3b>
- Botezat, E., Fotea, I., Crisan, D., & Fotea, S. (2024). Civic engagement and social change. In *Gen Z Around the World: Understanding the Global Cohort Culture of Generation Z* (pp. 129–137). Emerald Publishing. <https://doi.org/10.1108/978-1-83797-092-620241014>
- Brînză, G., & Butnaru, G. I. (2024). A Bibliometric Analysis Regarding Generation Z Trends on Entrepreneurship. In S. L. Fotea, S. A. Văduva, & I. S. Fotea (Eds.), *Springer Proceedings in Business and Economics* (pp. 49–61). Springer Nature. [https://doi.org/10.1007/978-3-031-59858-6\\_4](https://doi.org/10.1007/978-3-031-59858-6_4)
- Buckley, O., Ashman, R., & Haenlein, M. (2025). Leveraging Livestreaming to Enrich Influencer Marketing. *California Management Review*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105008105927&partnerID=40&md5=29be4f2555d93ad2a3cd4ab105a5a8ba>
- Burlea-Schiopoiu, A., & Popovici, N. (2024). Social Inclusion: A Factor That Influences the Sustainable Entrepreneurial Behavior of Generation Z. *Administrative Sciences*, 14(3). <https://doi.org/10.3390/admsci14030059>
- Choi, D., Matni, Z., & Shah, C. (2015). Switching sources: A study of people's exploratory search behavior on social media and the web. *Proceedings of the Association for Information Science and Technology*, 52(1), 1–10. <https://doi.org/10.1002/pra2.2015.145052010045>
- Comicho, A. K. V., Sadornas, M. G. C., Mendoza, A. J. E., Yabut, K. E., Raborar, J. L. O., & Etrata, A. E. (2025). The Power of Beauty Influencers in Building a Positive Brand Image in the Cosmetics Industry. *Review of Integrative Business and Economics Research*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105006756471&partnerID=40&md5=70d015549d164b423510a6991478c38e>
- Costa-Feito, A., Bermúdez-González, G., Rodríguez-Santos, C., & Crespo-Melc6, P. (2025). Social media brand communication's influence on brand equity in the fashion industry:

- the effect of youths' hedonic expectations. *ACADEMIA-REVISTA LATINOAMERICANA DE ADMINISTRACION*, 38(4), 710–727. <https://doi.org/10.1108/ARLA-12-2024-0352>
- Duffett, R. G., & Maraule, M. (2024). Customer engagement and intention to purchase attitudes of generation Z consumers toward emojis in digital marketing communications. *YOUNG CONSUMERS*, 25(5), 607–624. <https://doi.org/10.1108/YC-08-2023-1817>
- Duffett, R., & Mxunyelwa, A. (2025). Instagram Mega-Influencers' Effect on Generation Z's Intention to Purchase: A Technology Acceptance Model and Source Credibility Model Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105009126545&partnerID=40&md5=0686a4936d4d6e429fe67b3cd6b9098b>
- Eastin, M. S., Ham, J., Li, S., & Kim, H. (2025). From Toddler to Teen: A Virtual Influencer's Bit to Byte Growing-up Narrative Effect on Ad Engagement and Consumer Perceptions and Brand Choice Behavior. *JOURNAL OF ADVERTISING*. <https://doi.org/10.1080/00913367.2025.2562860>
- Fong, S. F., Ong, Y. X., Ating, R., & Besa, M. S. (2025). Exploring the intermediary effects of TikTok on Generation Z's visit intention. *Journal of Vacation Marketing*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85184194578&partnerID=40&md5=12b4177261aaacd3703aa1642b0b82fe>
- Garg, M., & Bakshi, A. (2024). Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing. *Humanities and Social Sciences Communications*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85185121764&partnerID=40&md5=6a9ecdbfe454906704b8c7b79ff2e7e3>
- Ghaleb, M. M. S., & Alawad, W. A. (2024). Social Media and Purchase Intentions of Gen Z: Role of Social Media Influencers. *International Journal of Instructional Cases*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85211061526&partnerID=40&md5=0cbba48d1048bfba61afea3dd7336886>
- Giron, K. T. F., Alcantara, Ma. MU., Gonzaga, A. I. O., Raborar, J. L. O., Ventura, A. J. W., & Etrata, A. E. (2025). Can Affiliate Posts as a Marketing Strategy Influence Generation Z's Purchase Intention? *Review of Integrative Business and Economics Research*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105006821661&partnerID=40&md5=91e4577550db54d8336b65cdb01ef5ad>
- Goryunova, E., & Jenkins, D. (2023). Digital Natives: Shaping the Future of Leadership-Followership Dyad Worldwide. In *Handbook of Global Leadership and Followership: Integrating the Best Leadership Theory and Practice* (pp. 431–447). Springer International Publishing. [https://doi.org/10.1007/978-3-031-21544-5\\_22](https://doi.org/10.1007/978-3-031-21544-5_22)
- Gupta, S., Paul, J., Stoner, J. L., & Aggarwal, A. (2024). Digital transformation, online advertising, and consumer behaviour. *INTERNATIONAL JOURNAL OF ADVERTISING*, 43(8), 1439–1462. <https://doi.org/10.1080/02650487.2024.2317632>
- Herlina, M. G., Rinaldi, B., & Rahmasari, A. (2023). Digital Learning Experience among Newbie Entrepreneurs. In T. N. Mursitama, N. null, E. Sitepu, & F. T. Basaria (Eds.), *E3S Web of Conferences* (Vol. 388). EDP Sciences. <https://doi.org/10.1051/e3sconf/202338804037>
- Hood, S. L., Thoney-Barletta, K. A., & Rothenberg, L. (2024). Understanding the role of Instagram in young adult consumers' purchase and post-purchase evaluation behaviors. *Journal of Fashion Marketing and Management*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85169074755&partnerID=40&md5=f1781970f51d74b256375e79b46e7290>

- Kalla, J., & Rajput, C. S. (2025). Scroll, Click, Abandon: Unraveling the Impact of Social Media Engagement on Cart Abandonment Behavior Among Gen Z. *PACIFIC BUSINESS REVIEW INTERNATIONAL*, 18(6), 86–100.
- Kholkina, V., Chesnokova, E., & Zelenskaya, E. (2025). Virtual or human? The impact of the influencer type on Gen Z consumer outcomes. *Journal of Product and Brand Management*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85208279485&partnerID=40&md5=bd0621e4824e65cb759066ab220f94f4>
- Kitchenham, B. (2007). *Guidelines for performing Systematic Literature Reviews in Software Engineering*. <https://www.researchgate.net/publication/302924724>
- Lacap, J. P., Discartin, C. M., Salac, R. A. K., & Del Rosario, J. (2025). How TikTok videos from local fashion brands influence Generation Z's purchase intentions: the roles of attitude and trust. *YOUNG CONSUMERS*, 26(6), 1069–1089. <https://doi.org/10.1108/YC-02-2025-2436>
- Latupeirissa, J. J. P., & Cistadewi, N. M. W. (2025). Social Media Trends and FoMO Among Gen Z: A Systematic Literature Review. *Observatorio*, 19(3), 159–201. <https://doi.org/10.15847/obsobs19320252631>
- Le, T. T., Phan, D. N., Ngo, T. T. T., & Le, N. T. (2025). Website quality's impact on Gen Z's eWOM behavior and online purchase intentions: the mediating role of trust in online shopping. *ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS*. <https://doi.org/10.1108/APJML-03-2025-0567>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Leung, C. H. C., Chan, A. W. S., Milani, A., Liu, J., & Li, Y. (2012). Intelligent social media indexing and sharing using an adaptive indexing search engine. *ACM Transactions on Intelligent Systems and Technology*, 3(3). <https://doi.org/10.1145/2168752.2168761>
- Liang, S., Chen, Y., & Ren, Y. (2022). Mobile Search Behavior of Social Media App Users: Context, Strategy and Path. *Documentation, Information and Knowledge*, 39(6), 133–142. <https://doi.org/10.13366/j.dik.2022.06.133>
- Liang, T. P., & Turban, E. (2011). Introduction to the special issue social commerce: A research framework for social commerce. *Electronic Commerce Research and Applications*, 10(1), 5–13. <https://doi.org/10.2307/23106391>
- Lockwood, C., Munn, Z., & Porritt, K. (2015). Qualitative research synthesis: Methodological guidance for systematic reviewers utilizing meta-aggregation. *International Journal of Evidence-Based Healthcare*, 13(3), 179–187. <https://doi.org/10.1097/XEB.0000000000000062>
- Maghraoui, S., & Khrouf, L. (2025). Instagram live-streamings: how does influencer-follower congruence affect Gen Z trust, attitudes and intentions? *YOUNG CONSUMERS*, 26(1), 150–169. <https://doi.org/10.1108/YC-03-2024-2045>
- Mitchell, R. K., Busenitz, L. W., Lant, T., McDougall, P. P., Morse, E. A., & Smith, J. B. (2002). Toward a theory of entrepreneurial cognition: Rethinking the people side of entrepreneurship research. *Journal of Business Venturing*, 17(2), 93–124. <https://doi.org/10.1111/1540-8520.00001>
- Mowbray, J. A., & Hall, H. (2021). Using social media during job search: The case of 16–24 year olds in Scotland. *Journal of Information Science*, 47(5), 535–550. <https://doi.org/10.1177/0165551520927657>
- Ngo, T. T. A., Vuong, B. L., Le, M. D., Nguyen, T. T., Tran, M. M., & Nguyen, Q. K. (2024). The impact of eWOM information in social media on the online purchase intention of Generation Z. *Cogent Business and Management*.

- <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85185147714&partnerID=40&md5=5246a9c4d36caca60fffc8e72bc88622>
- Nguyen, T. T. (2025). Inspiring social changemakers: what drives social enterprise dreams? *Social Enterprise Journal*, 21(5), 831–863. <https://doi.org/10.1108/SEJ-07-2024-0109>
- Ong, Y. X., Sun, T., & Ito, N. (2024). Understanding followers' processing and perceptions of social media influencer destination marketing: Differences between #Millennials and #GenZs. *JOURNAL OF HOSPITALITY AND TOURISM MANAGEMENT*, 60, 194–207. <https://doi.org/10.1016/j.jhtm.2024.07.003>
- Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., Brennan, S. E., Chou, R., Glanville, J., Grimshaw, J. M., Hróbjartsson, A., Lalu, M. M., Li, T., Loder, E. W., Mayo-Wilson, E., McDonald, S., ... Moher, D. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. *Systematic Reviews*, 10(1). <https://doi.org/10.1186/s13643-021-01626-4>
- Peiró-Signes, Á., Biondo, A., Sakka, G., Borsellino, V., & Galati, A. (2025). Exposure to social media pro-environmental campaigns and its impact on Generation Z's commitment to environmental sustainability actions. *Sustainable Futures*, 10. <https://doi.org/10.1016/j.sfr.2025.101320>
- Priyambodo, A. Z., Zhafirah, N. A., Shabur, R., Handayani, P. W., & Fitriani, H. (2025). Health information-seeking using short video platforms. *Digital Health*, 11. <https://doi.org/10.1177/20552076251394619>
- Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). TikTok short video marketing and Gen Z's purchase intention: evidence from the cosmetics industry in Singapore. *Journal of Asia Business Studies*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85191773900&partnerID=40&md5=b65b7f0c789356282521439c44d70332>
- Sakashita, M. (2020). Generation Z in Japan: Raised in Anxiety. In *The New Generation Z in Asia: Dynamics, Differences, Digitalization* (pp. 55–70). Emerald Group Publishing Ltd. <https://doi.org/10.1108/978-1-80043-220-820201007>
- Salvietti, G., Ranfagni, S., & Berti, D. (2023). Framing Generation Z's Purchasing Process: A Mixed Method Approach. *Micro and Macro Marketing*, 32(2), 281–309. <https://doi.org/10.1431/107643>
- Sarkar, M. P. (2024). Assessing the impact of social media influencers on purchase intention of male cosmetics: mediating role of desire to mimic. *SN Business and Economics*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-86000301555&partnerID=40&md5=15ec16a1e38fc6a02606c231ca141df8>
- Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217–226. <https://doi.org/10.5465/amr.2000.2791611>
- Sharma, A., Kumar, S., Sharma, R., & Singh, A. (2025). Social Intelligence and AI in Gen Z Entrepreneurship: A New Era Has Begun. In *The Role of Generation Alpha in Building a Strong Organizational Culture* (pp. 163–180). IGI Global. <https://doi.org/10.4018/979-8-3373-3987-0.ch006>
- Sharma, H., Sanjeev, M. A., Arumugam, T., & Ray, A. (2025). Evaluating the relative effect of Instagram and celebrity influencers on brand attitude and purchase intention among Generation-Z: a fashion industry perspective. *International Journal of Internet Marketing and Advertising*. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105011488348&partnerID=40&md5=d8309ad51737dfcbeb115744e02d94bf>

- Suprawan, L., Oentoro, W., & Suttharattagul, 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 and Brand Management*.  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85219055083&partnerID=40&md5=d73627df4ecb808df446977c5fa2a621>
- Vinish, P., Thonse Hawaldar, I. T., Soni, A., Khan, R. K., & Pinto, P. (2025). Influencer Traits and Information Credibility in Driving Gen Z Women's Purchase Intentions. *International Journal of Accounting and Economics Studies*.  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-105018593758&partnerID=40&md5=6755ad31491ada861bd8d8c1266d8b2f>
- Wang, W., Liang, Q., Mahto, R. V, Deng, W., & Zhang, S. X. (2020). Entrepreneurial Entry: The Role Of Social Media. *Technological Forecasting And Social Change*, 161.  
<https://doi.org/10.1016/j.techfore.2020.120337>
- Wang, W., Zhang, S. X., Liang, Q., & Deng, W. (2024). Social Media Levels The Playing Field Of Entrepreneurial Entry For Disadvantaged Populations. *IEEE Transactions On Engineering Management*, 71, 9776–9789.  
<https://doi.org/10.1109/TEM.2023.3304723>
- Wübbelt, A., & Tirrel, H. (2022). Attracting Members Of Generation Z To Companies Via Social Media Recruiting In Germany. *Human Technology*, 18(3), 213–233.  
<https://doi.org/10.14254/1795-6889.2022.18-3.2>
- Yazici, S., & Ayazlar, R. A. (2021). Generation Z And Tourism Entrepreneurship: Generation Z's Career Path In The Tourism Industry. In *Generation Z Marketing And Management In Tourism And Hospitality: The Future Of The Industry* (Pp. 53–99). Springer International Publishing. [https://doi.org/10.1007/978-3-030-70695-1\\_3](https://doi.org/10.1007/978-3-030-70695-1_3)
- Zheng, Y. (2024). To Access Or Not To Access: Influencing Factors For Government Microblogging Information Seeking And Avoidance Among Chinese Generation Z. *Human Behaviour And Emerging Technologies*, 2024.  
<https://doi.org/10.1155/2024/8288503>