



THE ROLE OF GREEN MARKETING IN EXPLAINING IMPULSIVE BUYING OF THE ZOOMERS: THE SYSTEMATIC LITERATURE REVIEW APPROACH

Muh. Yushar Mustafa¹, Isma Azis Riu²

^{1,2}Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Makassar, Indonesia

*Corresponding Email: m.yusharmustafa@unm.ac.id

[Editorial Members Link](#) | [Copernicus Index Link](#)

Published: September 23, 2026

Abstract

This study concludes by outlining research opportunities for future empirical testing, measurement refinement, and longitudinal validation of Green HRM-sustainability linkages. The intersection of sustainable commerce and consumer psychology represents a critical frontier in modern retail research. This literature-based article examines how green marketing strategies influence the impulsive buying behaviour of the Zoomers (Generation Z). By synthesizing contemporary empirical studies, sustainable consumer behaviour frameworks, and digital marketing paradigms, this study explores the mechanisms through which eco-friendly positioning triggers uncalculated purchase decisions. The analysis reveals that the Zoomers exhibit a paradoxical consumer profile: while expressing profound environmental consciousness, their online shopping environments are engineered for instant gratification, friction-less checkout, and emotional stimulation. Green marketing attributes, such as eco labelling, transparent supply chain storytelling, and purpose-driven brand messaging, interact with digital triggers like social proof and scarcity to activate impulse loops. The paper concludes with an integrated conceptual framework and strategic recommendations for sustainable brands aiming to ethically navigate the impulsive tendencies of tech-savvy cohorts.

Keywords: green marketing, impulsive buying, Zoomers, sustainable consumption, consumer psychology, e-commerce

1. INTRODUCTION

In the contemporary global marketplace, consumer behaviour is experiencing a dual transformation driven by ecological urgency and digital ubiquity (Armstrong et al., 2014; Cui, 2015; Mustafa, Ismail, et al., 2025). On one side, the escalating climate crisis has forced a paradigm shift toward sustainable consumption, prompting businesses to adopt green marketing strategies to appeal to environmentally conscious buyers. On the other side, the proliferation of e-commerce, social commerce, and algorithmic personalization has hyper-accelerated impulsive buying behaviours (Armstrong et al., 2014; Kotler et al., 2017; Kotler & Keller, 2012). At the epicentre of this intersection are Generation Z, or else, Zoomers, who have grown up navigating screens as naturally as physical environments. Born into the digital age, these cohorts command substantial purchasing power and wield immense influence over global market trends. Furthermore, Zoomers are paradoxically characterized by competing psychological drives: they frequently report high levels of eco-anxiety and a stated preference for sustainable brands, yet they remain deeply embedded in digital consumption ecosystems designed to bypass rational deliberation through one-click ordering and algorithmic curation (Barinua et al., 2023; Gupta et al., 2024). While substantial literature explores green marketing's impact on planned green purchase intentions, and a parallel body of work investigates digital impulsive buying, a critical gap persists. There is limited synthetic understanding of how sustainable value propositions intersect with digital impulse triggers to drive spontaneous purchasing among Zoomers (Bunch, 2022; Hatzithomas et al., 2021; Khalid, 2024; Savitri et al., 2022). Subsequently, traditional consumer behaviour theory assumes that green purchasing is a high-involvement, deliberative process driven by moral obligation and cognitive evaluation. Conversely, impulsive buying is defined as an unplanned, sudden, and hedonically driven purchasing behaviour characterized by diminished cognitive



control. This creates a central tension: Can green marketing—typically associated with rational, ethical, and long-term planetary concerns—trigger impulsive, short-term buying behaviours among Zoomers? Brands increasingly utilize "green triggers" (e.g., "Buy this tree-planted shirt today," limited-edition eco-drops) within digital environments. However, scholars have yet to comprehensively map how these sustainable cues interact with the psychological vulnerabilities of Zoomers, risking either superficial "greenwashing" or a misdirection of sustainable consumerism into hyper-consumption. Accordingly, this study aims to address the identified literature gap by systematically examining the relationship between green marketing and impulsive buying among Zoomers through a literature-based approach. The specific objectives are: (1) To synthesise existing literature on how Zoomers perceive and respond to green marketing stimuli; (2) To identify the primary psychological and digital mechanisms that bridge eco-friendly marketing with impulsive buying tendencies; and (3) To develop a conceptual framework illustrating the interaction between green marketing dimensions, digital environment triggers, and impulsive buying outcomes.

2. LITERATURE REVIEW

Green Marketing and Consumer Perception

Green marketing has transitioned from a niche, compliance-driven communication tactic into a core pillar of modern strategic branding. Defined fundamentally as activities designed to facilitate exchanges satisfying human needs with minimal detrimental impact on the natural environment (Armstrong et al., 2014; Kotler & Armstrong, 2014; Mustafa, Mustafa, et al., 2025), early iterations of green marketing focused primarily on regulatory adherence, internal waste reduction, and basic corporate social responsibility (CSR) reporting. In the contemporary digital era, this landscape has transformed dramatically. Triggered by digital connectivity, big data, and widespread climate consciousness, brands now utilize immersive storytelling, verifiable supply-chain traceability via digital tokens or QR codes, and cause-related marketing initiatives, e.g., direct-allocation funding for ocean clean-ups (Tafsir & Mustafa, 2025). Consequently, sustainability communication is no longer a peripheral promotional tool; it functions as a central metric of corporate legitimacy.

Moreover, as digital commerce scales, consumer expectations regarding environmental claims have grown increasingly rigorous. Modern green marketing relies heavily on external trust signals to validate ecological assertions. Mechanisms such as carbon-neutral shipping badges, plastic-neutral certifications, and third-party verifications, e.g., B-Corp status, act as digital heuristics that help consumers evaluate product integrity. However, the proliferation of digital touchpoints has also saturated markets with mixed messages. Research indicates that while visual and interactive storytelling can significantly enhance perceived product value and consumer engagement, it also increases the risk of information overload and strategic ambiguity (Bala & Verma, 2018; Chakti, 2019). For Zoomers, green marketing occupies a unique psychological and social space. Unlike preceding cohorts, who often evaluated green products strictly through a utilitarian or generalized ethical lens, Zoomers treat sustainable consumption as a direct extension of personal identity and social values.

- **Identity Signalling:** Purchasing decisions serve as outward projections of an individual's moral framework and political or environmental alignment.
- **Community and Social Norms:** Sustainable brands are frequently integrated into social media ecosystems where peer validation, collective activism, and public lifestyle signalling reinforce consumer choices.
- **Holistic Evaluation:** For this demographic, environmental stewardship is evaluated alongside intersecting social justice vectors, including labour ethics, inclusivity, and corporate governance.

Despite high baseline environmental concern, Generation Z exhibits profound market scepticism. Possessing native digital fluency and sophisticated media-literacy skills,



Zoomers routinely cross-reference corporate advertising claims against independent databases, influencer critiques, and scientific life-cycle assessments. This acute sensitivity makes them exceptionally intolerant of greenwashing, the practice of disingenuously spinning products or policies as environmentally friendly. Empirical studies emphasize that the detection of greenwashing directly undermines brand trust, nullifies positive environmental attitudes, and triggers immediate brand avoidance or punitive digital call-outs. For organizations targeting this demographic, superficial buzzwords are no longer viable; long-term commercial viability requires absolute operational transparency, factual accountability, and verifiable impact.

Impulsive Buying in a Digital Context

Impulsive buying has long been a focal point of consumer behaviour research, yet its operationalisation has fundamentally shifted with the advent of digital commerce. Traditionally, impulsive buying is fundamentally characterised by an irresistible urge to buy, a state of psychological disequilibrium, and a severe internal conflict between immediate gratification and long-term self-control (Kim & Yim, 2018; Krejcie & Morgan, 1970; Weingarten & Wei, 2023). Rather than being a planned, utilitarian, or rational procurement process, it represents a sudden, compelling desire driven primarily by emotional triggers rather than systematic cognitive evaluation. Expanding on this conceptualisation, researchers such as Haeruddin (2025) note that impulse buying entails a strong affective component accompanied by minimal deliberation. The phenomenon is frequently linked to cognitive distortions and difficulties in emotion regulation, manifesting as an automatic behavioural response to environmental stimuli rather than a deliberate, needs-based choice. Within the digital ecosystem, this behavioural anomaly is highly magnified. The shift from physical retail spaces to optimised e-commerce interfaces has transformed impulsive buying from an occasional lapse in judgement into a predictable outcome of contemporary digital marketing strategies.

The Role of the Digital Environment in Moderating Consumer Restraint

In traditional physical environments, consumer restraint is naturally supported by a variety of physical friction points that naturally impede or slow down impulse purchases. These inherent barriers—such as the necessity of travelling to a physical store, standing in long lines, or physically pulling out cash—provide crucial temporal gaps that allow for cognitive re-evaluation and the reassertion of self-control. However, these traditional barriers are entirely eliminated within modern digital environments (Ju et al., 2016). The architecture of contemporary e-commerce accelerates impulse buying through several core structural features that actively dismantle these friction points. The modern digital retail ecosystem is not merely a static catalogue of products; it is an immersive, interactive environment designed to maximise user engagement. The emergence of “shoppertainment”, the merging of e-commerce, social media, and live streaming, exposes consumers to continuous visual stimuli and real-time interactions. As noted by Kim and Yim (2018), constant exposure to digital stimuli in highly interactive retail environments significantly lowers consumers' cognitive control. Because product discovery, information search, and transaction occur simultaneously on a single device, the temporal buffer required for rational decision-making is eradicated.

Moreover, one of the primary structural features driving this behavioural acceleration is algorithmic personalisation, wherein platforms utilise hyper-targeted ads based directly on a consumer's unique browsing history to display items that intimately match immediate implicit desires. Modern platforms leverage complex machine-learning algorithms to curate individualised content feeds, factoring in users' historical engagement patterns, search queries, and inferred psychographic interests. Academically, this hyper-personalisation operates effectively within the Stimulus-Organism-Response (S-O-R) theoretical framework. The personalised content acts as a highly salient environmental stimulus that profoundly affects the consumer's emotional and cognitive states (the organism). Because the products shown are precisely tailored to the user's micro-

preferences, they generate high hedonic value and emotional resonance, which in turn drive the impulsive buying response. While personalisation undoubtedly enhances convenience, it dramatically increases the frequency of exposure to irresistible purchase triggers (Kim et al., 2024). The algorithm essentially anticipates the consumer's wants before they are consciously aware of them, bypassing the initial awareness stages of the traditional consumer decision journey.

The psychological impact of hyper-targeted advertising is further compounded by payment architectures deliberately designed to eliminate the "pain of paying". The implementation of frictionless checkout mechanics, including one-click payments, digital wallets like Apple Pay, and "Buy Now, Pay Later" (BNPL) services such as Klarna, minimises financial hesitation at the final, crucial step of a transaction. The integration of BNPL services has become a particularly potent driver of impulsive consumption. Research by Dimobi and Anyasor (2022) indicates that the ability to purchase goods in uncollateralised instalments without a traditional credit card creates a dangerous illusion of affordability. By deferring the immediate financial burden, BNPL platforms artificially inflate consumers' perceived purchasing power. This payment flexibility maximises the hedonic enjoyment of the shopping experience because the consumer acquires the psychological reward of product ownership without experiencing the immediate negative affect associated with monetary loss. Recent empirical studies reveal that combining frictionless payments with high hedonic shopping values creates an optimal environment for impulsive purchasing (Mustafa et al., 2023a). However, this convenience carries significant long-term risks, frequently leading to overconsumption, post-purchase regret, and the accumulation of consumer debt, particularly among Generation Z demographics who may lack sophisticated digital financial literacy.

Beyond personalisation and payment logistics, digital ecosystems manipulate social dynamics and temporal availability to force immediate action. Digital interfaces frequently employ real-time notifications alerting users to low stock levels or active peer purchases, exemplified by prompts like "14 people have this in their cart right now," specifically engineered to create intense urgency. This mechanism exploits two deeply ingrained psychological heuristics: social proof and scarcity. Social proof, drawing on foundational behavioural theories (Kotler et al., 2022; Mustafa et al., 2023b; Popescu et al., 2018), dictates that individuals look to the behaviour of others to guide their own actions, particularly in ambiguous or high-pressure situations. In e-commerce, live-stream comments, visible purchase counts, and influencer endorsements create a dense atmosphere of social validation. When consumers observe peers eagerly purchasing a product, the perceived value of that item artificially inflates, triggering a competitive desire to participate. Simultaneously, limited-edition messaging and scarcity cues act as powerful external stressors that induce the Fear of Missing Out (FOMO). According to Zhang and Liu (2022) and Mustafa et al. (2023a), anxiety surrounding the potential loss of an exclusive opportunity shifts the consumer's cognitive processing from systematic evaluation to heuristic, emotional reaction. The fear of being excluded from a social trend or missing a fleeting bargain overrides logical considerations of budget, resulting in instantaneous conversions. The convergence of algorithmic tracking, streamlined payments, and psychological scarcity creates an optimal, inescapable environment for emotional retail decisions. By systematically dismantling physical hurdles and leveraging real-time behavioural data, digital ecosystems effectively bypass normal self-regulatory controls. In totality, this digital architecture shifts the consumer experience entirely away from deliberate consideration toward instant compliance with engineered scarcity and hyper-personalised suggestions. The contemporary e-commerce landscape functions less as a traditional marketplace and more as a behavioural conditioning environment. It capitalises on the human brain's vulnerability to instant rewards, activating dopaminergic pathways through personalised discovery, while simultaneously removing the structural safeguards that historically prevented excessive impulsive behaviour. As digital commerce

continues to evolve, understanding these socio-technical dynamics remains critical for developing ethical platform guidelines and enhancing consumer financial literacy.

In addition, Zoomers, or Generations Z, are defined by distinct psychological traits shaped by rapid technological evolution, economic volatility, and ecological awareness. Key traits relevant to consumer behaviour include:

- 1) Instant Gratification Expectation: Accustomed to on-demand services, streaming, and instant messaging, their tolerance for delay is exceptionally low;
- 2) Hedonic Value Seeking: Shopping is frequently used as a mood-regulation tool, a source of entertainment, or a form of self-expression rather than merely acquiring utilitarian goods;
- 3) The "Conscientious Consumer" Identity: Zoomers deeply value ethical alignment, yet they are simultaneously targeted by fast-fashion and ultra-fast-fashion digital giants, creating acute cognitive dissonance.

In sum, recent literature suggests that green marketing can induce impulsive buying when it shifts from a utilitarian cognitive evaluation to a hedonic affective trigger. When a Zoomer encounter an eco-friendly product framed with urgency, e.g., limited release biodegradable sneakers only 50 pairs left to save rainforest habitats, the purchase is no longer viewed merely as consumption, but as an immediate opportunity to perform virtue, experience joy, and resolve eco-guilt simultaneously. This mechanism bypasses slow, reflective cognitive processing in favour of fast, emotional heuristics.

3. METHODS AND ANALYSIS

This study employs a systematic literature review (SLR) combined with a conceptual synthesis approach to examine the nexus between green marketing, e-commerce impulse triggers, and the sustainable consumption behaviours of digital natives (specifically Generation Z). By synthesising existing theoretical frameworks and empirical findings, this methodology maps out how digital environments influence spontaneous green purchasing decisions. The research follows a rigorous, transparent protocol modelled after established guidelines for systematic reviews, ensuring replicability and academic rigour. To capture a comprehensive body of peer-reviewed literature, a multi-stage search strategy was executed across four major scholarly databases: Google Scholar, Scopus, Web of Science, and ScienceDirect. These platforms were selected to ensure a balanced multidisciplinary retrieval spanning environmental management, consumer psychology, electronic commerce, and marketing communications.

As for the primary keywords, the query strings utilised precise Boolean operators and combinations of terms, including:

- "green marketing" OR "sustainable branding"
- "impulsive buying" OR "impulse purchasing behaviour"
- "digital natives" OR "Gen Z sustainable consumption"
- "e-commerce impulse triggers" OR "gamification in green commerce"

As for the temporal scope, the literature search focused on publications primarily between 2018 and 2026. This timeframe captures the rapid post-pandemic evolution of digital retail ecosystems, the maturation of Gen Z as a distinct economic demographic, and the intensification of corporate green claims (sustainability marketing).

Selection Criteria and Screening Process

To maintain high academic standards, retrieved items underwent a strict multi-phase screening process based on predetermined inclusion and exclusion criteria, the first criteria is inclusion criteria, which covers:

1. Peer-reviewed empirical journal articles, foundational theoretical papers, and reputable industry reports (e.g., Mintel, Euromonitor).

2. Studies explicitly addressing consumer behaviour mechanisms, digital touchpoints, or impulsive buying tendencies regarding sustainable or eco-friendly products.
3. Literature published in the English language with full-text accessibility.

As for the exclusion criteria (the second criteria), are:

1. Non-peer-reviewed commentaries, general news articles, opinion editorials, and duplicate records across databases.
2. Papers focusing solely on traditional brick-and-mortar retail environments without digital or e-commerce integrations.

Data Extraction and Conceptual Synthesis

Following the screening phase, a thematic content analysis was conducted to extract core variables, theoretical models, and empirical insights. Rather than performing a quantitative meta-analysis, this paper utilises a conceptual synthesis framework.

Data extraction focused on identifying key thematic clusters:

- Cognitive and Emotional Triggers: How digital transparency, eco-labels, and social proof activate impulse buying among Gen Z consumers.
- Frictionless Retail Environments: The role of one-click purchasing, social commerce algorithms, and gamified sustainability features in reducing cognitive friction.
- Value-Action Gaps: Reconciling Gen Z's stated environmental consciousness with spontaneous, impulse-driven digital consumption habits.

Through iterative coding and comparative matrix mapping, these insights were integrated into a cohesive conceptual model that highlights the paradoxical relationship between rapid e-commerce consumption and ecological sustainability.

4. RESULTS AND ANALYSIS

Thematic Analysis and Findings

This study adopts a systematic literature review and conceptual synthesis approach. To construct this analysis, scholarly databases including Google Scholar, Scopus, Web of Science, and ScienceDirect were queried using keywords such as green marketing, impulsive buying, digital natives, Gen Z sustainable consumption, and e-commerce impulse triggers. Peer-reviewed journal articles, theoretical papers, and industry reports published primarily between 2018 and 2026 were evaluated for synthesis. Building upon this systematic retrieval, the qualitative investigation synthesises patterns across the literature to uncover the intersection of digital retail mechanics and sustainable consumer psychology among Zoomers.

Table 1. The Primary Themes of Green Marketing and Zoomers

Theme	Core Mechanism	Impact on the Zoomers
1. The Ethical License to Indulge	Green framing reduces purchase guilt by attaching a moral good to a hedonic act.	Encourages impulsive checkout because buying feels like “activism” rather than consumerism.
2. Scarcity and Urgency Framing	Combining eco-friendly positioning with limited availability (e.g., recycled capsule collections).	Triggers FOMO (Fear Of Missing Out) combined with ecological urgency, accelerating rapid decision-making.
3. Seamless Sustainable UX	Integrating carbon-offset checkboxes and one-click green donations at checkout.	Removes friction, allowing consumers to complete impulsive green purchases without cognitive interruption.

Source: Data Processed (2026)

Through qualitative synthesis of the selected literature, three primary themes emerged regarding how green marketing influences Zoomer impulsive buying:

- The Ethical License to Indulge: Green framing reduces purchase guilt by attaching a moral good to a hedonic act. It encourages impulsive checkout because buying feels like "activism" rather than consumerism.
- Scarcity and Urgency Framing: Combining eco-friendly positioning with limited availability (e.g., recycled capsule collections) triggers FOMO (Fear of Missing Out) combined with ecological urgency, accelerating rapid decision-making.
- Seamless Sustainable UX: Integrating carbon-offset checkboxes and one-click green donations at checkout removes friction, allowing consumers to complete impulsive green purchases without cognitive interruption.

Analysis of the "Ethical License" Paradox

A critical finding from the literature is the phenomenon of moral licensing in sustainable impulsive buying. When digital natives are exposed to green marketing cues, the perceived ethicality of the product acts as a psychological buffer against post-purchase remorse. Traditionally, impulsive buying is followed by guilt over wasted money or unnecessary accumulation. However, when the product is marketed as sustainable (e.g., crafted from ocean plastic, cruelty-free, or supporting a social cause), the guilt of the impulse is neutralised by the virtue of the cause. The consumer rationalises: "It was impulsive, yes, but at least I supported a green brand." This loop actively encourages repeat impulsive behaviours within digital shopfronts.

Conceptual Synthesis and Implications

By mapping these mechanisms, the analysis demonstrates how modern e-commerce platforms leverage ecological messaging not merely as a value proposition, but as a direct cognitive trigger. While green marketing successfully engages digital natives by aligning with their ethical identities, it simultaneously exploits psychological shortcuts, such as moral licensing and artificial scarcity, to accelerate consumerism. Consequently, this challenges traditional sustainability paradigms, highlighting the need for future empirical research to measure the exact environmental trade-offs of digitally induced impulse purchases.

5. CONCLUSION

Summary of Insights, Managerial, and Theoretical Implications

This literature-based investigation demonstrates that green marketing plays a powerful, multi-faceted role in shaping the impulsive buying behaviour of digital natives. Far from being strictly a tool for rational, low-speed, high-involvement education, green marketing within modern digital ecosystems serves as a potent emotional and behavioural catalyst. By leveraging ethical license, aesthetic digital storytelling, and urgency-driven eco-framing, brands can successfully trigger spontaneous purchases from Generations Y and Z. However, this dynamic introduces profound ethical considerations: while green impulse buying can fund sustainable initiatives, it risks driving overconsumption—the antithesis of true ecological sustainability. Moreover, sustainable marketers must balance commercial success with ethical responsibility. While utilizing green triggers to capture digital native attention and drive conversion is effective, brands should design purchase journeys that encourage conscious curation rather than hyper-consumption (e.g., incorporating pause mechanisms, durability guarantees, or repair-and-recycle prompts instead of aggressive scarcity tactics). Likewise, this study also bridges the gap between sustainable consumer behaviour and impulse buying theory, introducing the concept of ethical moral licensing as an accelerator for digital impulse loops. Additionally, building upon the systematic literature review and conceptual analysis, the intersection of green marketing and digital impulse purchasing yields profound implications for retail strategy, brand management, and future academic inquiry.

As for modern marketers, understanding the mechanics of digital native consumption requires moving beyond traditional high-involvement educational campaigns. Because green marketing acts as an emotional and behavioural catalyst within e-commerce ecosystems:

- Balancing Conversion and Responsibility; While utilising green triggers successfully captures digital native attention and drives conversion, brands must carefully balance commercial success with ethical responsibility.
- Redesigning Purchase Journeys; Marketers should design checkout and browsing experiences that encourage conscious curation rather than hyper-consumption.
- Alternative UX Integration; Rather than relying exclusively on aggressive scarcity tactics or frictionless overconsumption loops, brands can incorporate pause mechanisms, product durability guarantees, or repair-and-recycle prompts into their digital shopfronts.

From a theoretical perspective, this study bridges the gap between sustainable consumer behaviour and impulse buying theory. By introducing the concept of ethical moral licensing as an accelerator for digital impulse loops, the research provides a novel lens for understanding why eco-friendly branding can sometimes inadvertently drive overconsumption, the exact antithesis of true ecological sustainability.

Future Research Directions

Because this investigation is built upon secondary syntheses of existing empirical work, it opens multiple pathways for subsequent scholarly exploration. Future studies should prioritise quantitative methodologies, such as controlled experimental designs or biometric eye-tracking studies, to empirically measure the exact neurological and behavioural responses of digital natives when exposed to green versus conventional impulse triggers in live e-commerce environments.

REFERENCES

- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson.
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT and Engineering*, 8(10), 321-339.
- Barinua, V., Miriam, U. C., Obiageli, O. A., & Stella, N. N. (2023). Artificial Intelligence as a Contemporary Issues in Organisational Behaviour. *BW Academic Journal*, 9(9).
<https://doi.org/https://bwjournal.org/index.php/bsjournal/article/view/1467>
- Bunch, C. Y. (2022). Nostalgia as a tactic for marketers: the use of retro marketing to entice consumer purchase. *AMTP Proceedings*,
- Chakti, G. (2019). *The book of digital marketing: Buku pemasaran digital (Vol. 1)*. Celebes Media Perkasa.
- Cui, R. (2015). A Review of Nostalgic Marketing. *Journal of Service Science and Management*, 08, 125-131.
- Dimobi, V. I., & Anyasor, O. M. (2022). Guerilla marketing techniques and consumer purchase of carbonated soft drinks in Anambra State, Nigeria. *Journal of Emerging Trends in Management Sciences and entrepreneurship*, 4(1), 215-234.
- Gupta, P., Lakhera, G., & Sharma, M. (2024). Examining the impact of artificial intelligence on employee performance in the digital era: An analysis and future research direction. *The Journal of High Technology Management Research*, 35(2), 100520. <https://doi.org/https://doi.org/10.1016/j.hitech.2024.100520>
- Haeruddin, M. I. W. (2025). Marketing Mix and Buying Decision: A Concise Literature Analysis. *Entrepreneurship, Management, and Business Research Journal*, 2(2), 9-12.
- Hatzithomas, L., Boutsouki, C., Theodorakioglou, F., & Papadopoulou, E. (2021). The link between sustainable destination image, brand globalness and consumers' purchase intention: A moderated mediation model. *Sustainability*, 13(17), 9584.
- Ju, I., Kim, J., Chang, M. J., & Bluck, S. (2016). Nostalgic marketing, perceived self-continuity, and consumer decisions. *Management Decision*, 54(8), 2063-2083.

- Khalid, B. (2024). Revolutionizing marketing strategies: analyzing guerrilla marketing, brand image, and brand awareness impact on Gen Y purchasing decisions. *Management & Marketing*, 19(3), 382-401.
- Kim, J. H., Kim, S., Nosrati, S., & Badu-Baiden, F. (2024). Can nostalgia-themed stimuli predict customer loyalty and continued patronage? *International Journal of Contemporary Hospitality Management*, 36(7), 2385-2405.
- Kim, Y. K., & Yim, M. Y. C. (2018). When nostalgia marketing backfires: Gender differences in the impact of nostalgia on youthfulness for older consumers. *Applied Cognitive Psychology*, 32(6), 815-822.
- Kotler, P., & Armstrong, G. (2014). *Prinsip-prinsip Pemasaran*. Erlangga.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *From Traditional to Digital*. Sextante.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Erlangga.
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2022). *Marketing management: an Asian perspective*. Pearson Education.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607-610.
- Mustafa, M. Y., Akbar, A., Razak, N., Angreyani, A. D., Abadi, R. R., & Nurjannah, N. (2023a). The rise of skywalker: The critical vehemence of customer loyalty inside the e-commerce platform. *Asian Journal of Education and Social Studies*, 41(2), 57-67.
- Mustafa, M. Y., Ismail, M. D., Haeruddin, M. I. M., Natsir, U. D., Idris, M. M., Akbar, A., & Mariñas-Acosta, C. (2025). Age of Ultron: Exploring the Transformational Leadership Influence on Marketing Innovation of SMEs (An Investigation Based on the 4I Model of Burns). *Southeast Asia Journal of Business, Accounting, and Entrepreneurship*, 3(1), 7-11.
- Mustafa, M. Y., Mustafa, R., Haeruddin, M. I. M., & Putra, M. A. F. A. (2025). The Skywalker Saga: A Bibliometric Analysis on Product Innovation in the Era of Artificial Intelligence. *Southeast Asia Journal of Business, Accounting, and Entrepreneurship*, 3((1-3)), 20-36.
- Mustafa, M. Y., Rauf, D. I., & Killa, B. A. (2023b). Consumer behavior: Lifestyle, socialmedia and peer friends on consumptive behavior online shopping for fashion products on the tiktok platform: Study on management students of Makassar State University. *Jurnal Penelitian dan Karya Mahasiswa*, 1(1), 33-42.
- Popescu, R. N., Fistung, D. F., Popescu, T., & Popescu, A. M. (2018). Is the organizational citizenship behavior (OCB) a predictor for the cultural intelligence (CQ)? *Procedia-Social and Behavioral Sciences*, 238, 638-646.
<https://doi.org/https://doi.org/10.1016/j.sbspro.2018.04.045>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data & Network Science*, 6(1).
- Tafsir, M., & Mustafa, M. Y. (2025). The Force Awakens: The Role of Social Media Marketing on SMEs Context in Makassar (A Case Study Approach). *Entrepreneurship, Management, and Business Research Journal*, 2(1), 1-5.
- Weingarten, E., & Wei, Z. (2023). Nostalgia and consumer behavior. *Current opinion in psychology*, 49, 101555.
- Zhang, Y., & Liu, S. M. (2022). Balancing employees' extrinsic requirements and intrinsic motivation: A paradoxical leader behaviour perspective. *European Management Journal*, 40(1), 127-136.