



Influence of Social Media Advertising and Influencer Marketing on Gen Z Fashion E-Commerce Purchasing Decisions in West Coast Region The Gambia: Impulsive Buying as Mediator

Ebrima Jabbi¹, Muhadjir Anwar², Dewi Khrisna Sawitri³

^{1,2,3} Master's Program in Management, Faculty of Economics and Business
Universitas Pembangunan Nasional "Veteran" Jawa Timur

ABSTRACT: This research examines the impact of social media advertising and influencer marketing on Gen Z fashion e-commerce purchasing behavior in the West Coast Region, The Gambia with impulsive buying as a mediating variable. A quantitative causal-comparative research design was used with data obtained through questionnaires from 130 Gen Z participants. Partial Least Squares–Structural Equation Modeling (PLS-SEM) was the method of analysis applied in SmartPLS 4. This study is built on the S-O-R (Stimulus–Organism–Response) model, which describes an external marketing stimulus that leads to an internal psychological response and an effect on consumer behavior. The results show that both social media advertising and influencer marketing strongly impact Gen Z consumers' purchase intention. Besides, impulsive buying behavior mediates these relationships, implying that exposure to digital marketing content can lead to impulsive purchases. These findings emphasize the role of engaging social media content and influencer partnerships to guide fashion e-commerce consumer decisions. This study provides key implications for marketers and companies in designing a focused digital strategy to successfully reach Gen Z consumers in The Gambia and similar emerging markets.

KEYWORDS: Influencer Marketing, Impulsive Buying, Purchasing Decisions, Social Media Advertising.

I. INTRODUCTION

Digital interaction effect on Gen Z purchasers' behavior in the digital era. Members of this generation are knowledgeable about technology and were born roughly around the mid-1990s to the early 2010s. Turner (2022), they are especially active on online platforms, which affect how they connect with brands and what they decide to buy. Social media marketing strategies are employed throughout different online platforms to leverage consumers, brand loyalty, and sales within the e-commerce sector. (Kaplan, 2015). Background: West Coast Region The Gambia's is experiencing an escalate in e-commerce owing to increased internet capacity and mobile usage. As a result, it is necessary to comprehend how social media marketing affects Gen Z's brand involvement and purchasing decisions. Social media marketing includes sponsored ads, content marketing, influencer marketing, interactive interaction, and other tactics. Customer preferences and behavior have been significantly impacted by social media platforms like Instagram, TikTok, Facebook as well as Twitter (Duffett, 2017). Gen Z, who are digital natives, are more likely to react positively to social media marketing tactics that emphasize peer recommendations, authenticity, and personalization than to traditional marketing tactics (Zhou et al., 2021). This primarily seeks to determine the elements that contribute to social media marketing for small businesses in The Gambia. However, the extent to which such measurements effectively contribute to Gen Z brand loyalty and purchase behavior is all but coined.

Due to widespread internet access and the expansion of digital payment methods, the e-commerce sector is gradually growing, although the Gambia is still in its infancy. Given that the West Coast Region is the most populous and economically active region of the country, it can be an area of dominance for the growing e-commerce (World Bank, 2020). Social media is among the most beneficial platforms for marketing and ensuring that your potential customers will interact with your digital assets, so any business to master digital marketing to make Gen Z consumers interact with them. Due to recent technology developments, the majority of consumers are now members of Generation Z (Dhani Swasti, Ma'ruf & Nur, 2025). This generation's increased investment demonstrates a shift in perspective on financial management and investment, particularly aided by technological advancements and convenient information availability (Armansyah et al., 2023). In Surabaya, one of the biggest cities in Indonesia, research by Paseru



et al. (2023) found that social media's influence and the ease of access to information through technology play a significant role in investment decisions among generation Z. These factors have the potential to significantly impact people's mindsets and economic behavior, particularly among generation Z. The internet is a tool that people utilize for communication and information access. The internet is quickly becoming one of the most extensively used forms of media among Gambians. The Gambia Internet Service Providers Association (GISPA) provided data that demonstrated this issue.

Table1. Overview of Social Media Marketing Adoption and Use of Connected Devices and Services in The Gambia (2024–2025)

Total Population 2.81M	Cellular mobile connections 3.15M	Individuals using the internet 1.52M	Social Media User Identities 449 THOUSAND
Year on Year Change +2.5%	Year on Year Change +4.5%	Year on Year Change +2.5%	Year on Year Change +32.0%
Urbanization 65.4%	Total vs Population 113%	Total vs Population 54.2%	Total vs Population 16.1%
2025			
Total Population 2.79M	Cellular mobile connections 3.02M	Individuals using the internet 1.28M	Social Media User Identities 404THOUSAND
Year on Year Change +2.3%	Year on Year Change +4.3%	Year on Year Change +2.3%	Year on Year Change +11.2%
Urbanization 64.7%	Total vs Population 107%	Total vs Population 45.9%	Total vs Population 14.4%

Source: www.datareportal.com

According to (Adolph, 2016) Social media has significantly changed the marketing environment by enabling stakeholders and customers to impact brands through online word-of-mouth. To make sense of this field, researchers have concentrated on comprehending the extent, character, and application of social media. They have also unavoidably attempted to investigate the elements that impact usage and the eventual effects of social media use, for both businesses and consumers. The Gambia's digital population, with 2.81 million connected devices, is growing at 2.5% year-on-year. Urban areas dominate, with mobile connectivity exceeding the total. Internet users are 54.2%, and social media usage is 32% in 2024. The Gambia's digital connectivity has slightly declined compared to 2024, with a total population of 2.79 million connected devices and services. Cellular mobile connections have decreased by 4.3%, while internet users have decreased to 1.28 million. Social media user identities have dropped, indicating potential issues with access, affordability, or data accuracy adjustments. However, the digital media user base increased by 11.2% between early 2024 and early 2025, with 30.1% of the population using social media.

To evaluate respondents' online buying habits and product feedback preferences, a pilot study was carried out in West Coast Region the Gambia, with a special emphasis on Gen Z customers. 50% of respondents made 1 to 3 online purchases, according to the first chart, "Frequency of Online Purchases," suggesting that the most typical activity is occasional shopping. 20% of those surveyed said they had made 4 to 6 online purchases, and another 20% said they had never done so. Only 10% of respondents made purchases more than 7 times, indicating that this demographic does not often engage in very regular internet shopping. The "Product Rating of Purchases", which is the second one, shows how interested the respondents were in post-purchase reviews. It shows that 25% of respondents gave moderate ratings (3 to 4 stars), while 30% offered low ratings (1 to 2 stars). It is interesting to note that 25% of customers did not review their purchases at all, and just 20% gave their goods the highest rating (5 stars). These results imply that many respondents are either not completely involved in rating behavior or are unhappy with their purchases. Overall, the pre-survey results show that although a sizable percentage of Gen Z customers in the sample shop online, there are discernible gaps in consistent



high-quality feedback activity, as well as variations in frequency and satisfaction levels. Consumer behavior involves making decisions before and after purchasing goods and services, including research on brands and product quality (Kinanti et al., 2024). Customers seek information on quality once they understand their needs. Internet shopping offers comfort and ease, as noted by Kotler and Armstrong in Apriliya (2013).

Table 2. Data on Influencer Marketing on Instagram in the Gambia 2025

No	Name	Followers	ER	Country	Top Influence	Potential Reach
1	What's on Gambia	126.6k	2.3%	Gambia		38k
2	BinBuba's Creation	72.5k	0.46%	Gambia	Fashion and AC Modeling	21.7k
3	Kerr Fatou	63.7k	0.54%	Gambia	Fashion	19.1k
4	Kaddy Joanne Walton	63.4k	2.5%	Gambia		19k
5	Gambia Talent Promotion	59.8k	0.54%	Gambia		17.9k

Source: www.starngage.com

According to (Bagus et al., 2024) Influencer marketing, a blend of traditional and digital marketing techniques, is gaining popularity as an online advertising medium. It combines content-driven campaigns with celebrity endorsements, enabling efficient collaboration between influencers and companies. Using social media personalities to increase brand visibility and engagement, influencer marketing is now recognized as a strategic technique in digital marketing (Sutiono et al., 2024). This tactic makes use of websites like Facebook, Instagram, TikTok, and YouTube where influencers can connect with a wide audience, as explained by Prasetya et al. (2021). Because they frequently have devoted followers who respect their viewpoints, these influencers are very successful at promoting products. The Gambia's top five Instagram influencers in June 2025 are "What's On-Gambia," "BinBuba's Creation," "Kerr Fatou," "Kaddy Joanne Walton," and "Gambian Talents Promotion." These influencers have a significant impact on Gen Z viewers, with "What's On-Gambia" having 126.6K followers and a 2.3% interaction rate. They cater to youth-focused content, fashion, modeling, and local entertainment, influencing trends, lifestyle, and purchasing habits in The Gambia.

Generation Z has a lot of potential as consumers, even though the majority of them do not have their source of income, but they do have a sizable budget. Research supports this (Grigoreva et al., 2021). Because they already have a job or income, members of Generation X and Y make these purchases. Businesses must innovate and adjust as e-commerce develops further to remain competitive and satisfy the dynamic needs of the online market. As a result, the quality of delivery services now plays a major role in e-commerce platform purchasing decisions, in addition to the variety of product listings and website design. Kusumawardani & Hastayanti (2020) claim that logistics, which includes moving items from seller to buyer, has a big impact on buyer contentment and intentions to purchase. According to (Amaliya et al., 2024) After the Millennial generation, Generation Z, or simply Gen Z, is now a major influence on how e-commerce will develop in the future. This group is well-known for its remarkable aptitude for navigating and succeeding in the digital sphere. It is also quite active in emerging areas and has a significant influence on global retail trends. Thus, in their decision-making process, elements like shipping costs, delivery schedule flexibility, and delivery tracking visibility are becoming more and more significant (Grewal et al., 2017). E-commerce success can be significantly impacted by these logistical factors, which can either promote or discourage intentions to buy.

Additionally, delivery tracking visibility is a practical concern that significantly influences online buying behavior. Customers from Generation Z, who are accustomed to fast information, also anticipate this convenience when they shop. They must be able to track shipments in real time, get constant updates on the status of deliveries, and precisely forecast arrival timeframes (Rashid & Rasheed, 2024). According to a McKinsey analysis from 2020, consumers now expect real-time tracking, and delays or a lack of communication can irritate them and possibly force them to back out of a transaction. Generation Z's entire purchasing experience is improved by transparent delivery, which gives them a sense of control and trust in the seller (Yang et al., 2016). According to Waworuntu et al. (2022), Gen Z is the generation of individuals that uses social media and advertising the most. Instagram is the most popular content category among Gen Z, and they spend an average of two hours a day on these sites. Because they believe traditional advertising to be inauthentic, Gen Z is more liable to be persuaded by social media influencers and user-generated content than by traditional advertising. Memes and influencer marketing are therefore good ways to interact with this generation.

Authenticity, sensitivity, and raw content should be given top priority by brands hoping to attract Gen Z. They ought to welcome user-generated content and collaborate with content producers. (Ben Messaoud, 2022) Consumer behavior shifts are a significant element influencing the number of people switching to online shopping, one factor influencing consumer behavior is digital internet marketing, digital advertisements are the practice of using social media to promote goods or services. E-commerce customers' shopping decisions are influenced by social media marketing, which also raises brand exposure.

Accordingly, analyzing the elements influencing Gen Z's buying behavior will enable e-commerce companies to adapt their marketing strategies according to consumer needs and desires. This study will contribute to the global discussion about the influence of online advertising on business success and consumer interaction in developing economies, given the expansion of the digital industry in The Gambian nation. The current research uses both theoretical frameworks and actual data to try to offer practical guidance and recommendations for businesses looking to enhance their online visibility and match their marketing tactics with the expectations and values of Gen Z.

Therefore, the purpose of this study is to close this gap by examining how social media marketing strategies influence Gen Z e-commerce purchasing decisions and brand engagement in the West Coast Region. This research will explore the effectiveness of different digital marketing techniques, such as influencer collaborations and interactive content to targeted advertisements, and will help businesses understand which strategies work best in the Gambian market.

II. LITERATURE REVIEW

Purchasing Decisions

According to (Bañares et al., 2022) A customer's chance of buying a particular good or service is known as their purchasing intention. Martins et al. (2019), a good purchase intention is associated with a favorable level of brand engagement among consumers. A customer's likelihood of engaging with a product increase with the level of motivation they receive to buy it. Nevertheless, not every customer is meant to purchase a brand or a product for the same reason. It is crucial to understand that a consumer's intention to buy determines their attitude about using the product (Park, J. & Kim, M., 2016). Among the most significant variables influencing purchase desire are Client fulfillment (Alnawas & Aburub, 2016), qualities of the product as evaluated (Chen et al., 2017), effects that are considered (Aziz & Wahid, 2018), recognized usefulness (Calvo-Porrall & Levy-Mangin, 2017), market perceptions (Agmeka et al., 2019), cultural impact (Rahim et al., 2016), as well as promotional endeavors (Choedon & Lee, 2020). This Internet was easily accessible to Generation Z as they grew up. Compared to earlier generations, they frequently spend more time online. Sellers now have excellent chances to connect with them via a variety of online channels. According to (Adnyana & Iswanto, 2021) Generation Z is now recognized as one of the most important consumer groups in this rapidly changing digital age. Members of this generation were reared in a period of fast digital technology advancement, having been born between the mid-1990s and the early 2000s. Generation Z has a significant impact on product purchases due to their high level of technology proficiency. Digital marketing is one of the most powerful instruments for influencing the purchasing decisions of Generation Z. According to Armstrong (2015), digital marketing is the term for sales tactics that reach target audiences through digital channels like social media, websites, email, and mobile applications. Digital marketing has a significant impact on Generation Z product purchases; thus, merchants must fully comprehend this potential.

Impulsive Buying

In a digital world, Gen Z consumers have a variety of reasons for generating an environment of advancement that results in impulsive purchases. (Hoang & Khoa, 2022). An impulse buy occurs when a buyer buys something as soon as he sees it. The condition is characterized by impulsive behavior, emotional excitement, and a lack of self-control when presented with a desired good or service. The tendency of impulsive purchases is further highlighted by the growth of online shopping. Because internet buying has low barriers to access, quick steps, as well as low negative environmental effects, customers are more likely to make impulsive purchases (Ek Styvén et al., 2017). One could suggest that Internet buying has expanded the range of impulsive purchases since online retailers are also more likely to employ logical product advertising strategies to influence their clients (L. Wu et al., 2020). According to (Amir et al., 2024) Change is the one thing that is consistent in the distracting period that Gen Z was born into. Knowing how typical retail settings might be modified to satisfy the needs of a generation that views accessibility as a necessity rather than something to be desired is crucial. A significant component of customer decision-making and purchase behavior, impulse buying is important for marketers, consumers, and shop profitability. As a result, businesses must concentrate on competitive tactics to promote impulsive

purchases (Ittaquallah et al., 2020). Given Duffett's (2017) identification of Gen Z's need for rapid satisfaction, it is critical to understand the elements that influence this group's impulse buying to perceive their consumption and purchasing habits. Impulsive purchase is the term for unplanned purchasing that is done in reaction to an outside stimulation, like seeing an item of interest in the store. (Ayuningtyas & Irawan, 2021). Extremely impulsive shoppers often don't consider the potential consequences of their behavior (Choudhary, 2014). This is because it is simple to make an impulsive purchase at the register just to discover that the items were not added to the planned shopping list. Along with advancements in technology, consumers now have more options when it comes to buying. Along with physical businesses, there are now a lot more e-commerce and online retailers, which might make it simpler for people to shop online. Thus, impulsive purchasing can be observed in both online and offline shopping.

Social Media Advertising

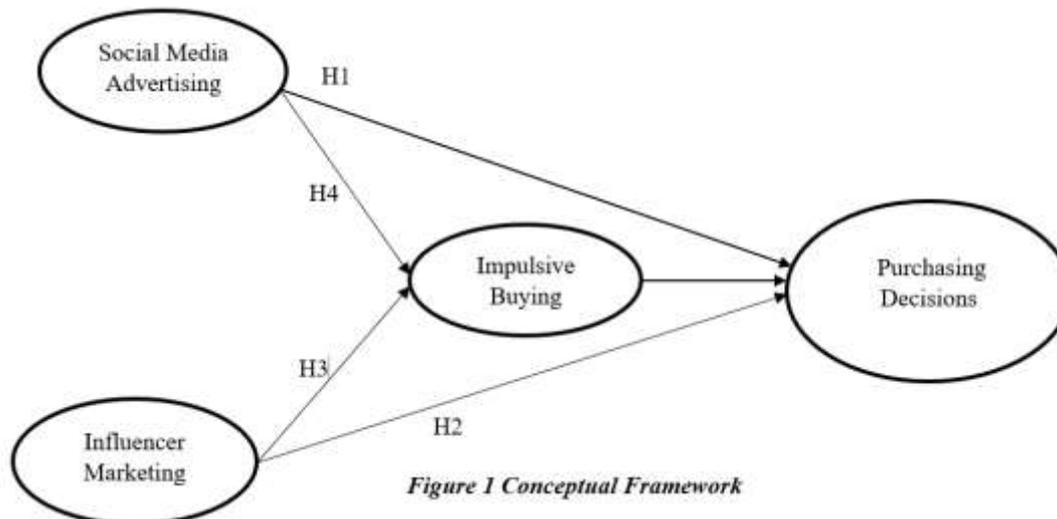
Social networking is now a vital area for advertisement growth. But even if technology companies and advertisers are excited, excessive social media advertising could make businesses' messages get lost in the "noise." Because they want to stand out, advertisers are now making more bold advertisements. These "controversial" advertisements, however, have the potential to alienate viewers and make them steer clear of advertisements. (Ferreira et al., 2017). Advertising expenditures on social media platforms have increased as a result of consumers' ongoing utilization of these platforms (eMarketer, 2014). Concerns have been made that as social media becomes a more popular venue for advertising, its messages can get absorbed behind the "noise" of posts, decreasing the effectiveness of ads in terms of altering behavior and increasing sales. Advertisements that fall somewhere between controversial and edgy are often the outcome (Chan, Li, Diehl, & Terlutter, 2007; Fogul, 2002). Fortunately compared to traditional media outlets, social media sites provide individuals more influence regarding the content of their messages (Thackeray, Neiger, Hanson & McKenzie, 2008; Mangold & Faulds, 2009; Roehm & Haugtvedt, 1999). According to (Alalwan, 2018) Social media is becoming a more popular venue for advertising and marketing operations. Advertising on social media has cost businesses an excessive amount of time and resources as well as money. Businesses find it difficult to develop online advertisements that successfully attract clients and convince consumers to purchase what they are selling. (Kuncoro & Kusumawati, 2021) Numerous sleeping products have been developed and marketed in Indonesia. One of the main reasons why adolescents purchase sleeping drugs is the wide range of options available, each with different uses and purposes. Because consumers today have many options and factors to take into account when selecting goods and services, they take several factors into account before purchasing the sleeping products they require and desire. Understanding customer preferences is so essential since they influence both the choice of what to buy and the effectiveness of the advertising strategy that will be used.

Influencer Marketing

Using social media personalities to increase brand visibility and engagement, influencer marketing has emerged as a strategic technique in digital marketing (Galdón-Salvador et al., 2024). This tactic makes use of websites like Facebook, Instagram, TikTok, YouTube, and blogs where influencers can connect with a wide audience, as explained by (Lou et al., 2023). Because they frequently have devoted followers who respect their viewpoints, these influencers are very successful at promoting products. Influencer marketing, according to (F & Galih Ginanjar Saputra, 2023), refers to those who can change the opinions of their audiences and eventually promote the use of products through their personal brand and fan base. Relevance, expertise, assistance, optimism, and clarity are the five vital qualities that Hassan et al. (2021) further highlight to assess the efficacy of influencers. These characteristics allow influencers to establish intimate relationships with audiences, build confidence, and effectively deliver information. According to (F & Galih Ginanjar Saputra, 2023) Instagram social media is used to influence consumers' decisions to buy, and one tactic is influencer marketing. However, the quantity of influencers on Instagram has increased along with the platform's development, so advertisers find it difficult to choose the most effective influencers to impact Gen Z's purchasing habits. The digital generation that most frequently makes purchases online is Generation Z, which comprises the vast majority of The Gambian's population. Unplanned or impulsive purchases are a phenomenon that might present business actors with a chance to improve their marketing tactics and boost revenue.

Conceptual Framework

In accordance with the analysis that was obtained, the conceptual framework for this study is as follows.



III. METHODOLOGY

This study employed a quantitative explanatory framework. It explored how social media advertising alongside influencer marketing shapes Generation Z fashion e-commerce purchasing choices within the West Coast Region of The Gambia, while positioning impulsive buying behavior as the mediating link. The investigation featured two independent variables (social media advertising and influencer marketing), a single dependent variable (purchasing decisions), plus one mediating variable (impulsive buying), each captured through multiple indicators drawn from earlier validated work and evaluated on a five-point Likert scale that spans “strongly disagree” to “strongly agree.” The target population for this study was members of Generation Z (born 1997–2012) living in the West Coast Region of The Gambia, who are active users of social media, including Facebook, Instagram, and TikTok. Since the purpose of the study was to investigate the features less related to one specialty (business or engineering) and more related to users having previous e-commerce experience in fashion and being satisfied with their last purchase, messages have been sent only for those who had some level of familiarity with fashion e-commerce, at a moment when they were considered satisfactorily aligned. In total, 130 respondents had been accepted according to the suitability with the objectives of the research. First-hand data were gathered through the use of well-structured questionnaires administered to respondents. The validity was tested through significance level, with a cut-off of 0.05: all items whose p-value was less than or equal to 0.05 were valid; reliability of the measures was tested by executing Cronbach’s Alpha (the minimum acceptable value is 0.6). We used PLS-SEM analysis with SmartPLS 4 to analyze data, considering that it is appropriate for small samples and does not require distributional assumptions. The analysis involved two phases: the measurement model, which was implemented to test the validity and reliability of scales, and the structural model, which was used to test hypothesis sized relationships and assess the predictive power of the research model.

IV. RESULTS AND DISCUSSION

Tabel 3 Outer Loading

Matrix	Social Media Advertising (X1)	Influencer Marketing (X2)	Impulsive Buying (Z)	Purchasing Decision (Y)
X1.1	0,761			
X1.2	0,792			
X1.3	0,793			
X2.1		0,843		
X2.2		0,844		
X2.3		0,784		



Z1			0,828	
Z2			0,890	
Z3			0,792	
Y1				0,813
Y2				0,772
Y3				0,799
Y4				0,780

Source: Processing via SmartPLS (2025)

Based on the results of the outer loading table above, all indicators in the studied variable show a factor loading value greater than 0.5. For example, the PD indicator has a value of 0.813, which far exceeds the limit. A minimum of 0.5 indicates that this indicator is valid for measuring work-life balance. Similar results were found for other indicators, such as SMA (0.793), IM (0.843), and IB (0.823), all of which demonstrate good convergent validity. Overall, all indicators in the research variables, such as Social Media Advertising (SMA), Influencer Marketing (IM), Impulsive Buying (IB), and Purchasing Decision (PD), have factor loading values greater than 0.5. This indicates that all indicators meet the criteria for convergent validity and can be considered valid as measures of the relevant variables.

Table 4. Average Variance Extracted

Matrix	Impulsive Buying (Z)	Influencer Marketing (X2)	Purchasing Decision (Y)	Social Media Advertising (X1)
Impulsive Buying (Z)	0,837			
Influencer Marketing (X2)	0,621	0,824		
Purchasing Decision (Y)	0,688	0,760	0,791	
Social Media Advertising (X1)	0,560	0,617	0,655	0,782

Source: Processing via SmartPLS (2025)

Based on the results of the discriminant validity test using the Fornell-Larcker Criterion, all constructs in this research model meet the criteria for discriminant validity. This is evidenced by the square root values of the Average Variance Extracted (AVE) for each construct being greater than the correlation values between constructs found in the corresponding rows and columns. For example, the square root of AVE for the *Impulsive Buying* construct is 0.837, which is higher than its correlations with other constructs such as *Influencer Marketing* (0.621), *Purchasing Decision* (0.688), and *Social Media Advertising* (0.560). Similarly, the *Influencer Marketing* construct has a square root AVE value of 0.824, which is greater than its correlations with other constructs. Therefore, discriminant validity in this model is fulfilled, indicating that each construct truly measures different concepts and there is no overlap between constructs in the research model.

Table 5. Results Composite Reliability and Average Variance Extracted (AVE)

Validity and Reliability

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Impulsive Buying (Z)	0,787	0,801	0,875	0,701
Influencer Marketing (X2)	0,763	0,764	0,864	0,679
Purchasing Decision (Y)	0,801	0,802	0,870	0,626
Social Media Advertising (X1)	0,886	0,892	0,825	0,611

Source: Processing via SmartPLS (2025)



The measurement model in this study tests the convergent validity and construct reliability using the Average Variance Extracted (AVE) and Composite Reliability (CR) approaches. AVE indicates the proportion of indicator variance explained by the latent construct, where a construct is said to have good convergent validity if the AVE value exceeds 0.50. Based on the test results, the AVE values for Impulsive Buying (0.701), Influencer Marketing (0.679), Purchasing Decision (0.626), and Social Media Advertising (0.611) all exceed this threshold; thus, it can be concluded that all constructs have good convergent validity and their indicators adequately explain the latent variables. Furthermore, construct reliability is tested using Composite Reliability, which measures the internal consistency among indicators. The CR values for Impulsive Buying (0.875), Influencer Marketing (0.864), Purchasing Decision (0.870), and Social Media Advertising (0.825) are also above the minimum threshold of 0.70, indicating that all constructs in this model have a high level of reliability and that the indicators used consistently measure their respective latent variables. Furthermore, the reliability of the variables, as measured by composite reliability, also indicates that the indicators are consistent in measuring the intended variables. Generally, a composite reliability value greater than 0.7 indicates high consistency in measuring the variables. The test results show that all variables, such as Purchasing Decision(Y), are consistent. Social Media Advertising (X1), Influencer Marketing (X2), and Impulsive Buying (Z), have composite reliability values greater than 0.7, so they can be considered reliable.

Table 6. Cross Loading Results/ Latent Variable correlation

Matrix	Social Media Advertising (X1)	Influencer Marketing (X2)	Impulsive Buying (Z)	Purchasing Decision (Y)
X1.1	0,761	0,452	0,326	0,449
X1.2	0,792	0,432	0,533	0,464
X1.3	0,793	0,555	0,434	0,608
X2.1	0,599	0,843	0,546	0,624
X2.2	0,458	0,844	0,474	0,642
X2.3	0,464	0,784	0,515	0,612
Z1	0,469	0,475	0,828	0,574
Z2	0,479	0,624	0,890	0,642
Z3	0,460	0,445	0,792	0,503
Y1	0,588	0,582	0,569	0,813
Y2	0,500	0,582	0,529	0,772
Y3	0,493	0,650	0,601	0,799
Y4	0,491	0,588	0,472	0,780

Source: Processing via SmartPLS (2025)

The cross-loading results in the table above show that the correlation value of the SMA indicator is 0.761, the SMA2 value is 0.792, the SMA3 value is 0.793, and the Z value is 0.890, which indicates a higher correlation value compared to the correlation values of other indicators (such as IM, IM, PD1, and so on). Likewise, other indicators, such as X2, and Y1 have higher correlation values with their respective variables. compared to the correlation values of the indicators against other variables. Thus, all variables meet the criteria for good discriminant validity, where each indicator shows a strong relationship with the measured variable, and there is no significant overlap between variables.

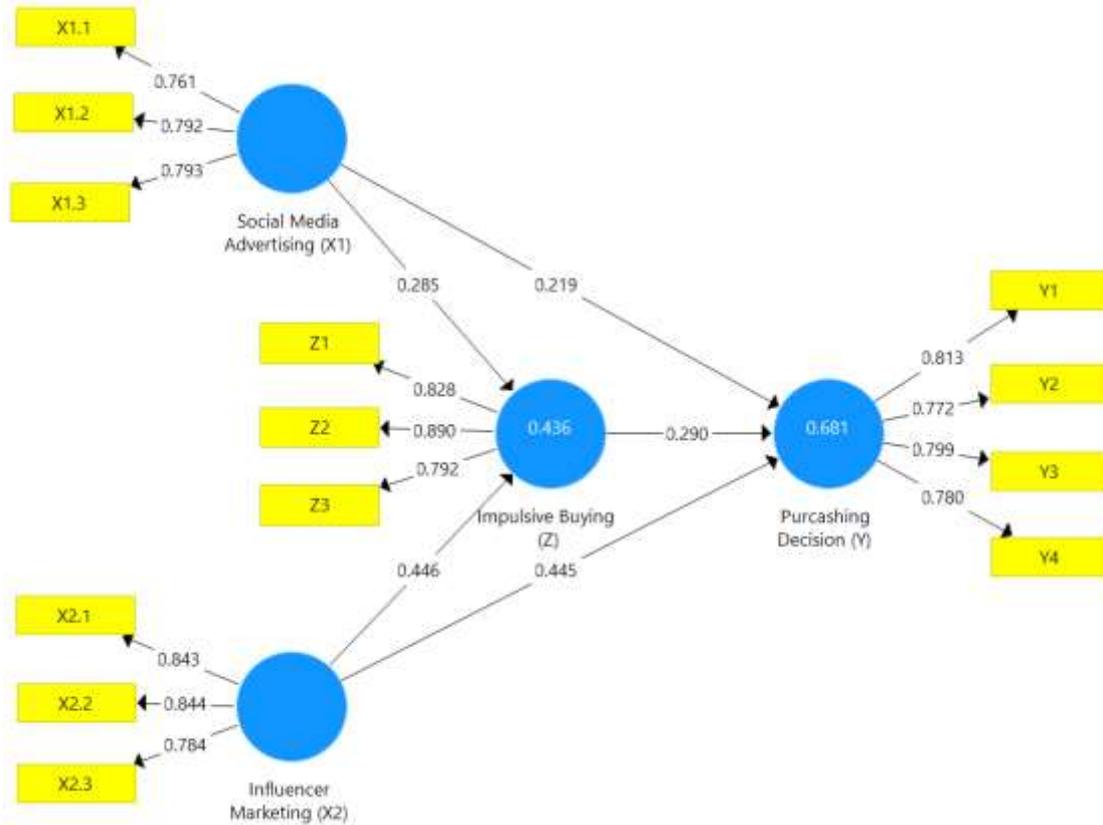


Figure 2 Bootstrapping Result
 Source: SmartPLS Data Processing 2025

Testing of the structural model is conducted by examining the R-Square value, which serves as a goodness-of-fit test for the model. The inner model assessment can be seen from the R-Square values in the equations between latent variables. The R-Square value explains the extent to which the exogenous (independent) variables in the model are able to explain the endogenous (dependent) variables. The following are the results of the inner model test in this study.

Table 7. R Square Results

Matrix	R Square	R Square Adjusted
Impulsive Buying (Z)	0,436	0,427
Purchasing Decision (Y)	0,681	0,673

Source: SmartPLS Data Processing 2025

Based on the test results, it is known that the R-Square value for the Purchasing Decision (Y) variable is 0.681, which means that the exogenous variables in the model (Social Media Advertising and Influencer Marketing) are able to explain 68.1% of the variation or changes in the Purchasing Decision variable, while the remaining 31.9% is explained by other variables outside this model. Therefore, the structural model in this study has a fairly good level of explanation for the Purchasing Decision variable, as more than half of the variation can be accounted for by the constructs included in the model.

Hypothesis Testing

In hypothesis testing there are two tests, namely direct influence and indirect influence tests.



Table 8 Results of the Direct Effect Hypothesis Test

Matrix	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media Advertising (X1) -> Purchasing Decision (Y)	0,219	0,220	0,075	2,928	0,004
Influencer Marketing (X2) -> Purchasing Decision (Y)	0,445	0,447	0,071	6,291	0,000

Source: SmartPLS Data Processing 2025

Based on the table above, the results of hypothesis testing 1, 2, and hypothesis 3 can be explained as follows:

- In H1, which tests the effect of Social Media Advertising (X1) on Purchasing Decision (Y) the path coefficient value is 0.219 with a p-value of 0.004, which is smaller the $\alpha = 0.05$ (5%) These results indicate that there is a significant effect. Thus, it can be said that Social Media Advertising (SMA) has a positive and significant effect on Purchase Decision (Y), so H₁ is accepted.
- In H2, which tests the effect of Influencer Marketing (X1) on Purchasing Decision (Y) the path coefficient value is 0.445 with a p-value of 0.000, which is smaller the $\alpha = 0.05$ (5%) These results indicate that there is a significant effect. Thus, it can be said that Influencer Marketing (IM) has a positive and significant effect on Purchase Decision (Y), so H₂ is accepted.

Table 9. Results of Indirect Effect Hypothesis Test

Matrix	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer Marketing (X2) -> Impulsive Buying (Z) -> Purchasing Decision (Y)	0,129	0,125	0,039	3,277	0,001
Social Media Advertising (X1) -> Impulsive Buying (Z) -> Purchasing Decision (Y)	0,082	0,084	0,034	2,452	0,015

Source: SmartPLS Data Processing 2025

- Impulsive buying mediates the impact of Influencer Marketing (X2) on Purchase Decision (Y), as indicated by a p-value of $0.001 < 0.05$. This shows that influencer marketing indirectly affects purchase decisions through its influence on impulsive buying behavior.
- Impulsive buying also mediates the impact of Social Media Advertising (X1) on Purchase Decision (Y), with a p-value of $0.015 < 0.05$. This implies that social media advertising leads to impulsive buying, which then contributes to consumers' purchase decisions.

Social Media Advertising has a positive effect on Purchases Decision

Advertising on social media has proven to have a great effect in influencing the consumer to make purchase. Recommendations given by the study are that well-designed social media advertising can act to influence the perceptions of the consumer, stimulate purchase intentions and ultimately drive actual purchasing behavior. There is a fundamental way of how customers are swayed to consider, evaluate, and purchase a particular good or service based on the exposure to influencing advertisement messages through social media. This concept is also supported by the fact that social media can have a great influence on customer behavior, since by means of social media, the attitudes are affected, brand recognition is stimulated, and logical and impulsive buying behavior may be triggered. Social media advertising has been one of the most influential factors in Generation Z consumer decisions for the first true “digital native” generation. Studies have shown that Gen Z consumers tend to trust peer reviews and influencer



endorsements/fans in favour of formal advertising opportunities as they seek authenticity and relatability (Djafarova & Trofimenko, 2019). The interactive feature of social media is also crucial. Features such as likes, shares, comments, and stories generate a feeling of engagement that strengthens connections between brand and consumer. For example, Instagram and TikTok visual storytelling not only catches attention but also encourages impulse buying amongst Gen Z candidates (Priporas et al., 2017). Gen Z is also served with tailored ads based on algorithms, which make them much more likely to consider purchasing (Smith, 2021). Crucially, Gen Z consumers are well known for being a socially-responsible generation, and they are attracted to brands that practice values such as sustainability, inclusiveness and transparency (Francis & Hoefel, 2018). So, if there's anything that can be published someday on social media about ethical practices, these kinds of ads can play a huge role in their decision-making. Ultimately, social media advertising impacts Gen Z by not only increasing awareness, but also by influencing perception, emotion, and trust, all of which ultimately translates into a purchase. How Gen Z's buying decisions are affected by social media advertising There are a number of integral ways that Gen Z is impacted by advertising on social platforms. First, visual and interactive nature of those ads—via reels, short videos, and influencer presences—is a strong emotional pull. Studies indicate a strong response of Generation Z to visual storytelling, and they are more likely to view authenticity in an influencer marketing compared to a traditional brand marketing (Djafarova and Bowes, 2021). With that, they are more inclined to browse and even buy fashion items they discover online. Second, it's all about personalization and targeted ads. Social media algorithms follow users' tastes and relay ads according to their fashion fancy. For example, a Gen Z consumer in Gambia who's looking through sneakers online may see multiple sneaker ads in their feed. This tailored exposure increases the chances of impulse buys, as it continuously stimulates consumers with goods that match their needs (Statista, 2023).

The Influencer Marketing has a positive effect on Purchases Decision

Social media influencers are seen to be quite important in influencing customer behavior, especially when it comes to impulsive buying and final purchase decisions. Customers' confidence in their purchase decisions is greatly increased by the trust, trustworthiness, attractiveness, and experience of influencers, which makes influencer marketing a potent tool for influencing consumer choices. This supports the idea that by fostering perceived dependability and brand legitimacy, influencers not only promote impulsive buying behavior but also directly reinforce purchase intentions. Empirical research supports this connection. In other words, in the context of Gen Z, influencer marketing is no longer advertising of products, but it creates buying moments. The trust cues, parasocial closeness and interactive social proof halve the decision window and turn I am just watching to I just bought with a tap. To Fashion conscious Gen Z consumers in the West Coast region of The Gambia, fashion is a utilitarian thing but it is also a tool of identity and lifestyle statement and social belonging. Influencers may also help showcase new styles of clothing, special collections or discount codes in interesting and more individual ways, which makes the young customer have the feeling of urgency, and demand (et al., 2024). Since Gen Z value the validation of their peers and follow online trends, they are more prone to making impulsive purchases on the occasion that a product is promoted by a favorite shell So cioid. Such a process is consistent with the psychological phenomenon of social proof in which individuals follow the actions of other individuals, especially those whom the subjects consider as role models (Cialdini, 2009). Furthermore, the interactivity approach used in the services such as Instagram, TikTok and Facebook increases the propensity toward impulsive buying. When fashion products are presented by influencers in the form of small videos, dressing tutorials, or live streaming, they arouse emotional appeal that diminishes rational judgment over a product and promotes impulsive buying (Smith & Kabamba, 2022). To explain the role of cultural intermediaries in the Gambian setting where the culture is so heavily intertwined with the global culture and e-commerce is gaining popularity, one can discuss the position of influencers whose role is to mediate between the global fashion and the local desires. The take-away here is that influencer marketing does not only create awareness but also mediates the effect of impulsive buying among the Gen Z fashion consumers. It turns shopping into an irrational, emotional, and driven process of buying that is based on identity. Consequently, effective strategic collaborations between corporations in West Cost Gambia and Gen Z influencers have a higher likelihood of attracting exploitative purchasing behaviors thus allowing corporations to sell and engage more people with their brands.

The Impulsive buying mediates the impact of Influencer Marketing on Purchase Decision

In line with the recommendations of the study, it is believed that impulsive buying is a mediating factor in the relationship between an influencer marketing and purchase decision. In simple terms, being exposed to techniques of persuasive marketing will arouse

the impulsive buying behavior among customers thereby raising their chances of finally making a buying decision. It means that influencer marketing does not affect the behavior of consumers solely by causing them to make a specific choice and actions; it has a significant impact on the impulsive purchasing patterns of consumers. Researchers dealing with consumer psychology and marketing can use the dynamic interaction of influencer marketing and impulsive purchasing as a basis to better understand the process of consumer decision-making. Liu (2022) claims that characteristics such as credibility, attractiveness, trustworthiness, and qualities of the influencers and their capabilities positively influence the purchasing intention and impulsive buying tendencies (Liu, 2022). Alkan and Ula (2023) add that the rates of consumer confidence in the influencers are directly connected to their buying intents. Shamim and Islam (2022) also pointed out how media and message credibility are essential to establish trust that many times leads to push purchases by the consumers. In support of the major role of influencer competence and credibility on the consumer buying behaviour, Kareem and Venugopal (2023) added going further to use brand credibility as an additional mediator in this relationship. The results generally confirm the hypothesis that the impact of influencer marketing on customers' ultimate purchase decisions is mediated by impulsive buying.

The Impulsive buying also mediates the impact of Social Media Advertising on Purchase Decision

The role of social media advertising in purchasing behavior is also identified to be mediated at level of impulsive buying. The findings of the study imply that the desire to make impulsive purchases may be caused by attractive social media advertising and subsequently spread over to the final decisions of the customers. In other words, the extent to which social media advertising facilitates spontaneous purchasing will dictate its impact on customers decision making. This perspective is also in line with the broader notion that advertisement through social media acts as a critical pipeline to buying behaviors by promoting impulsive and emotionally-influenced purchasing along with awareness generation. As previous studies indicated, select factors of advertising such as message quality, attractiveness and legitimacy, may have been influential in influencing the customer behavior. Trustworthiness and credibility in advertising positively influence the purchase intention and impulsive buying tendency, as has been revealed by (Yuxuan, 2024). Similar results were demonstrated by Alkan and UlaA (2023) who indicated that their willingness to purchase impulsively depends heavily on the trust in messages that people receive online. According to (Shamim & Azam, 2024), the credibility of media and message quality were identified as especially relevant to the development of trust, which is reflected in careless purchasing decisions. In addition, Kareem and Venugopal (2023) stated that perceived persuasiveness and credibility of marketing communications play a significant role in the furniture purchasing decision of consumers.

V. CONCLUSION

The purpose of this study is to investigate the effect of social media advertisements and influencer marketing on the e-commerce purchases of Gen Z by looking at impulsive buying as the mediating factor in West Coast Region, The Gambia. It could be concluded based on the data analysis that:

1. Social media advertising has a significant effect on purchasing decisions. Gen Z shoppers are influenced by appealing images, focused advertising, and interesting content to investigate and ultimately buy fashion items online.
2. Influencer marketing helps consumers make better judgments. Gen Z consumers are more likely to be convinced when products are recommended by reliable influencers since they frequently rely on the advice and opinions of these individuals before making a purchase.
3. Impulsive Buying is a major mediating factor. Influencer-driven promotions, flash sales, and discounts frequently result in impulsive buying, demonstrating how sensitive Gen Z customers are to real-time marketing tactics.
4. The combination of social media advertising, influencer marketing, and impulsive buying has a greater effect. Consumers in the Gen Z category not only consider the quality of the product but also react emotionally to marketing messages, which leads them to spend more money on purchasing fashion products online.

SUGGESTION

Based on the conclusions obtained, researchers can make the following suggestions:

1. Fashion e-commerce businesses should design or build-up adaptive and focused social media advertising campaigns.

The companies should employ interactive content in the form of short videos, reels, and live sessions that are more likely to attract the attention of Gen Z, which fits its lifestyle and cultural background in West Coast Region, The Gambia. Advertisements



must make an appeal to affordability, exclusivity and identity expression as some of the greatest contributors to Gen Z fashion buying. Advertising in congruence with the impulsive personality of Gen Z will allow the business to make an emotional connection where more people will be willing to make the purchase.

2. Collaborating with relevant influencers is essential to strengthen consumer trust and drive impulse buying.

Fashion e-commerce businesses require to collaborate with Gambian youth-favorite micro- and macro-influencers. Businesses should pick influencers who embody relatability, honesty, and trend-setting behavior rather than just counting followers. Gen Z is more prone to make spontaneous, unplanned purchases out of social validation and FOMO when influencers share genuine experiences wearing the products.

3. E-commerce companies should enhance online shopping experiences by providing engaging platforms and seamless purchasing processes.

Since impulsive buying frequently occurs when the purchasing experience is simple and enjoyable, businesses should provide websites and applications with easy navigation, safe payment methods, and interactive elements like flash discounts, limited-time specials, or tailored suggestions. Creating a sense of urgency will encourage Gen Z consumers to make impulsive Buying.

4. Companies should address the psychological and emotional needs of Gen Z consumers to reduce purchase regret while sustaining loyalty.

Companies must offer flexible return policies, prompt customer service, and after-purchase interaction because impulsive purchases might occasionally result in unhappiness. This will make customers feel appreciated even if they make rash purchases. Remorse is lessened by this tactic, which also converts rash choices into recurring business and enduring brand loyalty.

REFERENCES

1. Adnyana, I. M., & Iswanto, H. (2021). Open Access Indonesia Journal of Social Sciences. *Open Access Indonesia Journal of Social Sciences*, 4(1), 132–142. <https://journalsocialsciences.com/index.php/OAIJSS>
2. Adolph, R. (2016). *No Title No Title No Title*. 1–23. <https://doi.org/10.1016/B978-0-08-101754-8.00015-8>
3. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(April), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
4. Amaliya, S., Radyi, M., Ridzwan, R., Muna, N., Ariff, M., & Rahman, A. (2024). *Influences on Generation Z 's Purchasing Decision-Making on E-Commerce Platforms: Beyond Products and Website Design*. 14(12), 2457–2469. <https://doi.org/10.6007/IJARBS/v14-i12/24203>
5. Amir, H., Fatima, N., & Rashid, A. G. (2024). *The Impulsivity of Gen Z: The Influence of External and Situational Factors in a Traditional Buying Environment*. 11(1), 26–58.
6. Ayuningtyas, M. F., & Irawan, A. (2021). *The Influence Of Financial Literacy On Bandung Generation Z Consumers Impulsive Buying Behavior With Self-Control As Mediating Variable*. 3(9), 155–171. <https://doi.org/10.35631/AIJBS.39012>
7. Bagus, I., Dharna, S., Ching, L. L., Ni, L. S., & Zhen, L. S. (2024). *The Effect of Influencer Marketing on Gen Z Purchasing Intentions in The Effect of Influencer Marketing on Gen Z Purchasing Intentions in Emerging Economies*. November. <https://doi.org/10.32535/apjme.v7i3.3540>
8. Bañares, N. A., Go, J. A., Nuñez, M. A., & Taporco, D. P. (2022). The Impact of Purchasing Intentions on Retail Home Improvements in E-Commerce on Generation Y and Z's Brand Engagement. *Journal of Business and Management Studies*, 4(1), 222–232. <https://doi.org/10.32996/jbms.2022.4.1.25>
9. Ben Messaoud, H. E. (2022). International Journal of Economics and Management Studies. *International Journal of Economics and Management Studies*, 9(7), 1–5. <https://doi.org/10.14445/23939125/ijems-v9i7p101>
10. Dhani Swasti, Ma'ruf, M., & Nur, I. (2025). The Effect of Overconfidence, Availability Bias and Risk Perception on Generation Z's Investment Decisions Moderated by Financial Literacy. *Management Science Research Journal*, 4(1), 2025.
11. Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Young Consumers*, 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
12. F, F., & Galih Ginanjar Saputra. (2023). Factors in Influencer Marketing That Affect Generation Z'S Impulse Buying Behavior on Instagram. *Sinergi : Jurnal Ilmiah Ilmu Manajemen*, 13(2), 66–75. <https://doi.org/10.25139/sng.v13i2.6683>



13. Ferreira, C., Michaelidou, N., Moraes, C., & McGrath, M. (2017). Social media advertising: Factors influencing consumer ad avoidance. *Journal of Customer Behaviour*, 16(2), 183–201. <https://doi.org/10.1362/147539217x14909733609398>
14. Galdón-Salvador, J. L., Gil-Pechuán, I., Alfraihat, S. F. A., & Tarabieh, S. M. Z. A. (2024). Effect of Social Media Influencers on Consumer Brand Engagement and its Implications on Business Decision Making. *Profesional de La Informacion*, 33(2), 1–25. <https://doi.org/10.3145/epi.2024.0210>
15. Hoang, C. C., & Khoa, B. T. (2022). Impulse Buying Behavior of Generation Z customers in Social Commerce : Flow Theory Approach. 9(4), 197–208. <https://doi.org/10.33168/LISS.2022.0413>
16. Kaplan, A. M. (2015). Social Media, the Digital Revolution, and the Business of Media. *JMM International Journal on Media Management*, 17(4), 197–199. <https://doi.org/10.1080/14241277.2015.1120014>
17. Kinanti, E. P., Solichah, A., Handayani, N., Imroatul, M., Abdiana, E. Y., Ramadani, P. A., & Afifah, N. (2024). *Journal of Economics, Management and Accounting*. 1, 53–61.
18. Kuncoro, H. A. D. P., & Kusumawati, N. (2021). a Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decision of Sleeping Product in Generation Z. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 265–276. <https://doi.org/10.35631/aijbes.39018>
19. Lou, C., Taylor, C. R., & Zhou, X. (2023). Influencer Marketing on Social Media: How Different Social Media Platforms Afford Influencer–Follower Relation and Drive Advertising Effectiveness. *Journal of Current Issues and Research in Advertising*, 44(1), 60–87. <https://doi.org/10.1080/10641734.2022.2124471>
20. Nissa, K., Chauhan, P., Asim, M., Chaudhary, P., Aryani, D. N., Kean, K. L., & Hazarika, A. (2024). The Effect of Influencer Marketing on Consumer Behavior of Fashion Style in the Age of Social Media. *International Journal of Tourism and Hospitality in Asia Pasific*, 7(3), 360–378. <https://doi.org/10.32535/ijthap.v7i3.3341>
21. Shamim, K., & Azam, M. (2024). The power of social media influencers: unveiling the impact on consumers' impulse buying behaviour. *Humanities and Social Sciences Communications*, 11(1), 1–12. <https://doi.org/10.1057/s41599-024-03796-7>
22. Smith, C., & Kabamba, C. C. (2022). The Role of Consumers' Emotions in Online Impulse Buying of Fashion Apparel. *International Journal of Business and Social Science Research*, 1–8. <https://doi.org/10.47742/ijbssr.v3n9p1>
23. Yuxuan, L. (2024). The Impact of Influencer Trustworthiness and Credibility on Customer Repurchase Intention for Tourism Packages in TikTok Live Streaming in China. *Journal of Information Systems Engineering and Management*, 2025(3), 2468–4376. <https://www.jisem-journal.com/>
24. Zhou, M., Chen, G. H., Ferreira, P., & Smith, M. D. (2021). Consumer Behavior in the Online Classroom: Using Video Analytics and Machine Learning to Understand the Consumption of Video Courseware. *Journal of Marketing Research*, 58(6), 1079–1100. <https://doi.org/10.1177/00222437211042013>

Cite this Article: Jabbi, E., Anwar, M., Sawitri, D.K. (2025). Influence of Social Media Advertising and Influencer Marketing on Gen Z Fashion E-Commerce Purchasing Decisions in West Coast Region The Gambia: Impulsive Buying as Mediator. *International Journal of Current Science Research and Review*, 8(10), pp. 4888-4901. DOI: <https://doi.org/10.47191/ijcsrr/V8-i10-02>