

FROM BROWSING TO BUYING: MICRO-CELEBRITY CONTENT AUTHENTICITY AND GEN Z'S IMPULSE PURCHASING BEHAVIOR

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ABSTRACT

The rapid acceleration of digital transformation has significantly reshaped consumer patterns, particularly among Generation Z, who increasingly rely on online marketplaces for skincare consumption. Grounded in the Stimulus–Organism–Response (S–O–R) framework, this study analyzes how micro-celebrity content authenticity influences utilitarian and hedonic browsing, and how these internal processes subsequently drive reminiscence and designed impulse purchases. Utilizing a quantitative approach, data were collected from 266 valid Generation Z respondents in Indonesia through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results support all seven hypotheses, indicating that micro-celebrity content authenticity acts as a significant stimulus triggering both rational and emotional search patterns. Notably, hedonic browsing was identified as the critical mediating mechanism translating authentic digital content into spontaneous buying actions, exerting the strongest influence on reminiscence impulse purchases. These findings enrich the theoretical understanding of online consumer behavior and provide practical insights for skincare brands to prioritize content credibility and emotional engagement over traditional advertising metrics.

INTRODUCTION

In recent years, accelerated digital transformation has reshaped multiple aspects of daily life, including consumer purchasing behavior. One of the most significant

developments is the widespread adoption of online marketplace platforms as primary shopping channels. This trend is particularly pronounced among Generation Z, a cohort that has grown alongside digital technology and is highly accustomed to online environments (Alruthaya et al., 2021). Generation Z consumers actively utilize social media and e-commerce platforms not only to satisfy functional needs but also to explore products and derive enjoyment from the shopping process (Jun, 2022; Radyi et al., 2024). Consumer behavior in digital environments is influenced not only by rational considerations but also by emotional, symbolic, and social factors. L. Lady et al. (2024; Matušínská & Zapletalová, 2021; Rachwal-Mueller & Fedotova, 2024) argue that Generation Z, as digital natives, relies heavily on external stimuli such as social media content, trust in digital figures, and visually constructed brand narratives.

In this context, the Stimulus–Organism–Response (S–O–R) framework offers a robust theoretical lens to explain how digital stimuli affect internal cognitive and affective processes that ultimately lead to observable purchasing behavior (Erensoy et al., 2024). The skincare industry in Indonesia has experienced substantial growth over the past five years, driven by increasing self-care awareness, heightened concern for skin health, and intensive digital promotion through social media influencers. Generation Z, defined as individuals born between 1997 and 2012 (Arum et al., 2023), represents the largest segment of social media and marketplace users (Evita et al., 2023; Utamanyu & Darmastuti, 2022), making them a strategically important target market for skincare brands. According to Statistics Indonesia (BPS, 2022), Indonesia’s population reached 278.7 million in 2023, with Generation Z accounting for approximately 27.94 percent of the total population.

This demographic dominance positions Generation Z as the most active digital consumer group and the most susceptible to visually driven content, including skincare recommendations from micro-celebrities (Shetu, 2024). Compared to traditional celebrities, micro-celebrities are perceived as more relatable and authentic, resulting in higher levels of trust. This is supported by Griva & Jha (2024), who emphasize that unlike traditional advertising, influencer marketing thrives on authenticity, reliability, and real-time engagement, which are crucial for building lasting connections. The perceived micro-celebrity content authenticity functions as a key stimulus that encourages both utilitarian browsing and hedonic browsing behaviors.

Despite the growth of influencer marketing, a significant research gap exists regarding the specific psychological mechanisms that bridge authentic content with complex impulsive outcomes in the skincare segment. While Nugraha et al. (2024) indicate that authenticity affects impulsive buying, and Fadhlila and Ishak (2023) highlight the role of credibility, there is limited empirical understanding of how micro-celebrity content authenticity specifically facilitates the transition from functional searching (utilitarian browsing) to emotional exploration (hedonic browsing). Furthermore, although Rodrigues et al. (2021) identify various psychological factors affecting impulse buying, few studies have integrated these factors within the dual-pathway of reminiscence impulse purchase and designed impulse purchase among Indonesian Generation Z. This study addresses these gaps by examining how influencer authenticity serves as a bridge for spontaneous decision-making, fulfilling both the efficiency and idea-seeking motivations observed in Gen Z consumers (Ang, 2024).

LITERATURE REVIEW

Stimulus-Organism-Response Theory

The S-O-R framework serves as the foundational theory for this study. This model posits that environmental stimuli (Stimulus) trigger an individual's internal psychological state (Organism), which subsequently leads to observable behavioral outcomes (Response). According to Nugraha et al. (2024), the S-O-R framework is highly effective in analyzing how digital stimuli influence browsing behavior and impulsive purchases. Furthermore, Lady et al. (2025) emphasize that the S-O-R model is suitable for testing complex research models involving mediating variables and consumer response patterns in digital environments. In this study, micro-celebrity content authenticity acts as the external stimulus, utilitarian browsing and hedonic browsing represent the internal organism, and impulse buying behavior (reminiscence and designed) constitutes the final behavioral response.

The Influence of Micro-Celebrity Content Authenticity on Browsing Behavior

Micro-celebrity content authenticity refers to the degree to which a digital influencer is perceived as genuine, reliable, and transparent. High levels of perceived authenticity act as a powerful stimulus that reduces consumer skepticism and enhances trust. According to Griva & Jha (2024), while traditional advertising often relies on polished, scripted content, influencer marketing thrives on authenticity and real-time engagement. L. Lady et al. (2024) argue that Generation Z, as digital natives, relies heavily on these external stimuli and trust in digital figures. Consequently, authentic content has a significant influence on both utilitarian browsing and hedonic browsing, as it motivates consumers to engage in both rational information seeking and enjoyable exploration.

H1: Micro-celebrity content authenticity has a positive and significant influence on utilitarian browsing.

H2: Micro-celebrity content authenticity has a positive and significant influence on hedonic browsing.

The Influence of Utilitarian Browsing on Hedonic Browsing

Utilitarian browsing is a goal-oriented activity focused on price comparison and information gathering. However, Matušínková & Zapletalová (2021) note that consumer behavior is shaped by both rational and emotional factors. Fülöp et al. (2023) demonstrate that there is a significant correlation between utilitarian and hedonic motivations in e-commerce, where information searching acts as a predictor of broader shopping intentions. Moreover, Ang (2024) highlights that Generation Z is motivated by a combination of efficiency and idea-seeking motivations during their online journey. In digital environments, the process of rational searching often transitions into an enjoyable experience when users encounter visually appealing content. This suggests that utilitarian browsing has a positive and significant influence on hedonic browsing behavior.

H3: Utilitarian browsing has a positive and significant influence on hedonic browsing.

The Influence of Hedonic Browsing on Impulse Buying Behavior

Impulse buying refers to spontaneous and unplanned purchasing behavior driven

by emotional responses rather than rational evaluation. Solomon (2020), Bhakat (2025), and Himmah et al. (2025) emphasize that this behavior is often a situational response to external promotional cues. Rodrigues et al. (2021) further emphasize that impulse buying is a complex psychological phenomenon influenced by various internal and external factors. Enjoyable exploratory experiences within the marketplace have a profound influence on two distinct types of impulsive responses:

- Reminiscence impulse purchase: Triggered when browsing experiences evoke positive memories of past consumption or remind the consumer of specific needs.
- Designed impulse purchase: Occurs when consumers are exposed to promotional triggers such as discounts or reviews.

This is further supported by Monteiro et al. (2020), whose eye-tracking study identified a significant correlation between visual browsing behavior and purchase intention. Furthermore, Vermeir & Roose (2020) demonstrate that visual cues effectively attract attention and impact product choice, regardless of initial plans.

H4: Hedonic browsing has a positive and significant influence on reminiscence impulse purchase.

H5: Hedonic browsing has a positive and significant influence on designed impulse purchase.

The Mediating Influence of Hedonic Browsing

In accordance with the S-O-R framework, the internal organism serves as a bridge between external stimuli and final behavioral responses. Fadhlila & Ishak (2023) demonstrate that influencer credibility and trust reduce skepticism and enhance emotional attachment, thereby facilitating spontaneous purchasing decisions. Hedonic browsing acts as a critical mediating variable that translates the perception of authentic micro-celebrity content into impulsive buying actions. This mediated influence highlights that the emotional satisfaction derived during the browsing process is the key mechanism driving the impact of influencer authenticity on Generation Z's spontaneous purchasing behavior (Ebulueme & Vijayakumar, 2024; Shi, 2024).

H6: Hedonic browsing significantly mediates the influence of micro-celebrity content authenticity on reminiscence impulse purchase.

H7: Hedonic browsing significantly mediates the influence of micro-celebrity content authenticity on designed impulse purchase.

Figure 1 illustrates the conceptual framework of this study, grounded in the S-O-R model. It depicts the linear and mediated pathways where micro-celebrity content authenticity (stimulus) influences utilitarian browsing and hedonic browsing (organism), which in turn drive spontaneous reminiscence and designed impulse purchase responses (response). This visual representation clarifies the hypothesized relationships where hedonic browsing serves as the psychological bridge connecting authentic digital content to impulsive skincare consumption among Generation Z.

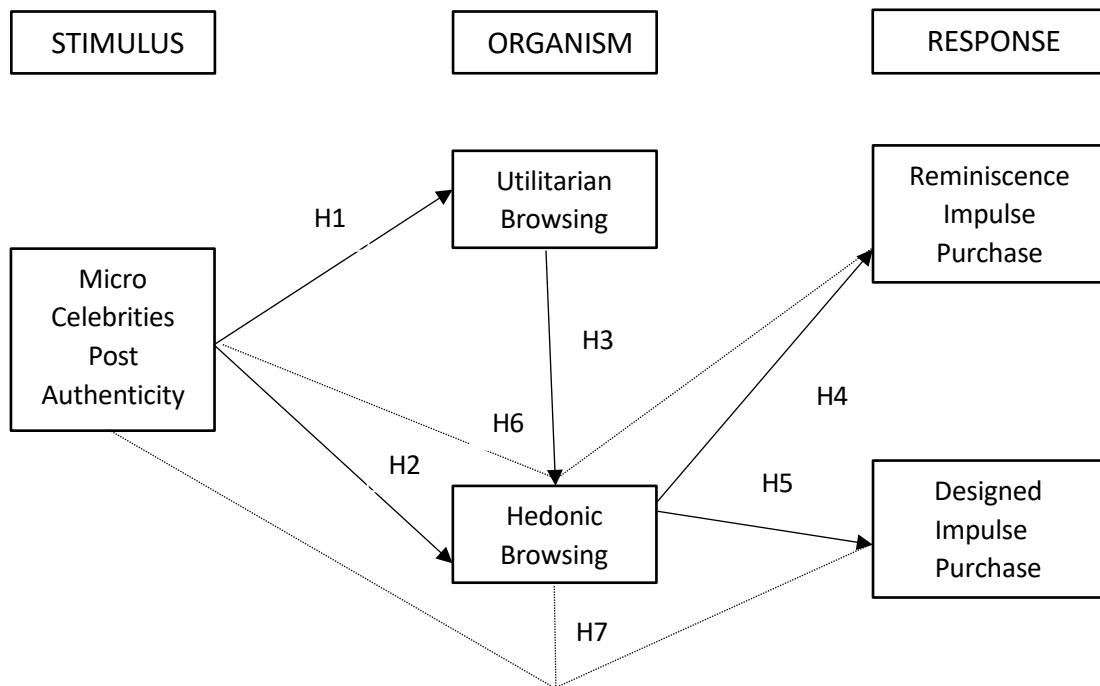


Figure 1. Conceptual Framework

RESEARCH METHOD

This study adopts a quantitative research approach using a survey method as the primary data collection technique. The quantitative approach was selected to enable an objective and measurable analysis of the influences among variables within the research model, specifically micro-celebrity content authenticity, browsing behavior (utilitarian and hedonic), and impulse purchasing behavior (reminiscence and designed). The research model is grounded in the Stimulus-Organism-Response (S-O-R) framework, providing a robust theoretical basis for examining how external digital stimuli influence internal psychological processes and subsequent behavioral responses.

This study employs a descriptive quantitative research design with an explanatory approach. The research is non-experimental, meaning no intervention was conducted on the observed variables; instead, the study analyzes causal paths based on data collected through structured questionnaires.

The population consists of Generation Z individuals (born between 1997 and 2012) who are frequent users of online marketplace platforms. Sampling was conducted using a purposive sampling technique based on three criteria: (1) belonging to the Generation Z age group; (2) having experience using online marketplace applications; and (3) possessing knowledge of or experience with digital impulse buying.

The determination of sample size followed the guidelines proposed by Hair et al. (2019), suggesting a minimum sample size of five to ten times the number of indicators used. With 15 indicators, the required sample size ranged from 75 to 150 respondents. Thus, the final sample of 266 valid respondents significantly exceeded the recommended threshold.

Data were collected using an online questionnaire with measurement indicators

adapted from Nugraha et al. (2024). All items were measured using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Screening questions ensured participants met the research criteria regarding skincare purchases on marketplaces.

Table 1. Measurement Items and Constructs

Construct	Code/Statement	Source
Authenticity	AU1: In your opinion, skincare recommendations provided by local or national micro-celebrities on marketplace platforms are genuine and truthful.	Nugraha et al. (2024)
	AU2: Posts shared by local or national micro-celebrities on marketplace platforms regarding skincare products appear clear and transparent.	
	AU: Opinions expressed by local or national micro-celebrities regarding skincare products are reliable.	
Utilitarian Browsing	UB1: You browse marketplace applications to purchase skincare products with better quality or more favorable prices.	Nugraha et al. (2024)
	UB2: You use marketplace applications to gather information about skincare products.	
	UB3: You search for skincare products on marketplace platforms to obtain the greatest possible value.	
Hedonic Browsing	HB1: You experience enjoyment when browsing marketplace applications to relax.	Nugraha et al. (2024)
	HB2: You browse skincare products on marketplace platforms purely for entertainment.	
	HB3: You feel enthusiastic when exploring skincare products on marketplace applications.	
Reminiscence Impulse Purchase	RIP1: You feel encouraged to purchase skincare products when marketplace information reminds you of products that match your needs.	Nugraha et al. (2024)
	RIP2: You feel encouraged to purchase skincare products when advertisements on marketplace platforms remind you of products you have used previously.	
	RIP3: You feel encouraged to purchase skincare products when marketplace information reminds you of positive past experiences.	
Designed Impulse Purchase	DIP1: Despite having a specific purchase plan, you tend to buy other skincare products due to discounts or attractive offers.	Nugraha et al. (2024)
	DIP2: Although you have planned a purchase, you feel encouraged to buy other skincare products that are currently on promotion.	
	DIP 3: Despite having an initial purchase plan, you are interested in buying other skincare products that receive many reviews or likes.	

Data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with SmartPLS version 4. This technique is effective for analyzing complex models with multiple indicators and mediating paths. The analytical procedures included:

1. Measurement Model (Outer Model) Evaluation: Testing indicator validity (loading ≥ 0.7), construct reliability (Alpha ≥ 0.7 ; CR ≥ 0.8), and convergent validity (AVE ≥ 0.5). Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio.
2. Structural Model (Inner Model) Evaluation: Testing direct influences through path coefficients (β) and bootstrapping for significance.
3. Mediation Analysis: Evaluating the indirect influence of content authenticity on impulse purchasing through hedonic browsing.

RESULTS AND DISCUSSION

Table 2 presents the demographic profile of the 266 valid Generation Z respondents who participated in this study.

Table 2. Descriptive Statistics and Respondent Demographics

Characteristics	Category	Frequency	Percentage
Gender	Male	100	37.6%
	Female	166	62.7%
Age	12-15 years old	3	1.1%
	16-19 years old	191	71.8%
	20-23 years old	51	19.2%
	24-28 years old	21	7.9%
Status	Student	17	6.4%
	Full-Time College Student	142	53.4%
	Private Employees	69	25.9%
	Government Employees	5	1.9%
	Entrepreneur	5	1.9%
	Freelancer	9	3.4%
	Not Employed	19	7.1%
Preferred Marketplace	Tokopedia	32	12%
	Shopee	168	63.2%
	Lazada	7	2.6%
	Tiktok Shop	56	21.1%
	Others	3	1.1%
Purchase Pattern	At least once a day	7	2.6%
	1-2 times per week	63	23.7%
	3-4 times per week	42	15.8%
	5-6 times per week	20	7.5%
	No fixed purchase pattern	134	50.4%
Monthly Expenditure (in IDR)	Below 500.000	142	53.4%
	500.001 - 1.000.000	76	28.6%
	1.000.001 - 1.500.000	32	12%
	1.500.001 - 2.000.000	5	1.9%
	Above 2.000.000	11	4.1%
Impulse Buying Experience	Have engaged in digital impulse buying	266	87.5%

Source: processed data, 2025

The majority of respondents were female (62.4%), and most fell within the age range of 16–19 years (71.8%). This demographic composition is particularly relevant, as

prior studies have consistently reported that females are more likely to engage in impulsive skincare purchasing, especially in digital environments rich in visual stimulation and emotionally driven promotional cues (Ayuningtyas & Irawan, 2021; Lina et al., 2022).

Most respondents were full-time college students (53.4%), indicating that they are active users of online marketplaces in their daily lives, albeit with relatively limited purchasing power. This is further reflected in the finding that 53.4% of respondents reported monthly expenditures below IDR 500,000. Despite these financial constraints, 87.5% of respondents admitted to having engaged in impulse buying of skincare products, suggesting that limited financial resources do not necessarily inhibit consumptive behavior. This tendency becomes particularly pronounced when individuals are exposed to visually appealing content, time-limited discounts, or endorsements by social media influencers.

Respondents' marketplace preferences reveal the dominance of Shopee as the most favored platform (63.2%). This preference may be attributed to Shopee's interactive features, such as Shopee Live, flash sale promotions, and algorithm-based recommendation systems, all of which facilitate both utilitarian and hedonic browsing behaviors. In addition, the popularity of skincare brands such as Scarlett (11.7%) suggests that Generation Z consumers are highly trend-oriented and attentive to beauty and self-care products, which are frequently promoted by micro-influencers on social media platforms.

Furthermore, the absence of a fixed purchasing pattern among half of the respondents (50.4%) indicates a lack of structured shopping routines, thereby increasing susceptibility to spontaneous purchasing decisions. This finding reinforces the relevance of the Stimulus–Organism–Response (S–O–R) framework employed in this study, as purchase decisions tend to emerge as reactions to external stimuli—such as influencer-generated content or app interface design—rather than as outcomes of deliberate and rational planning. Given these demographic characteristics, the findings are highly contextualized, demonstrating strong responsiveness to digital stimuli and content perceived as authentic and entertaining (Djafarova & Rushworth, 2017).

Measurement Model (Outer Model) Evaluation

The evaluation of the measurement model aims to ensure the validity and reliability of the research instrument. As shown in Figure 2 and Table 3, the results of the outer model analysis indicate that all indicators exhibit outer loading values greater than 0.7, confirming that each measurement item adequately represents its respective construct.

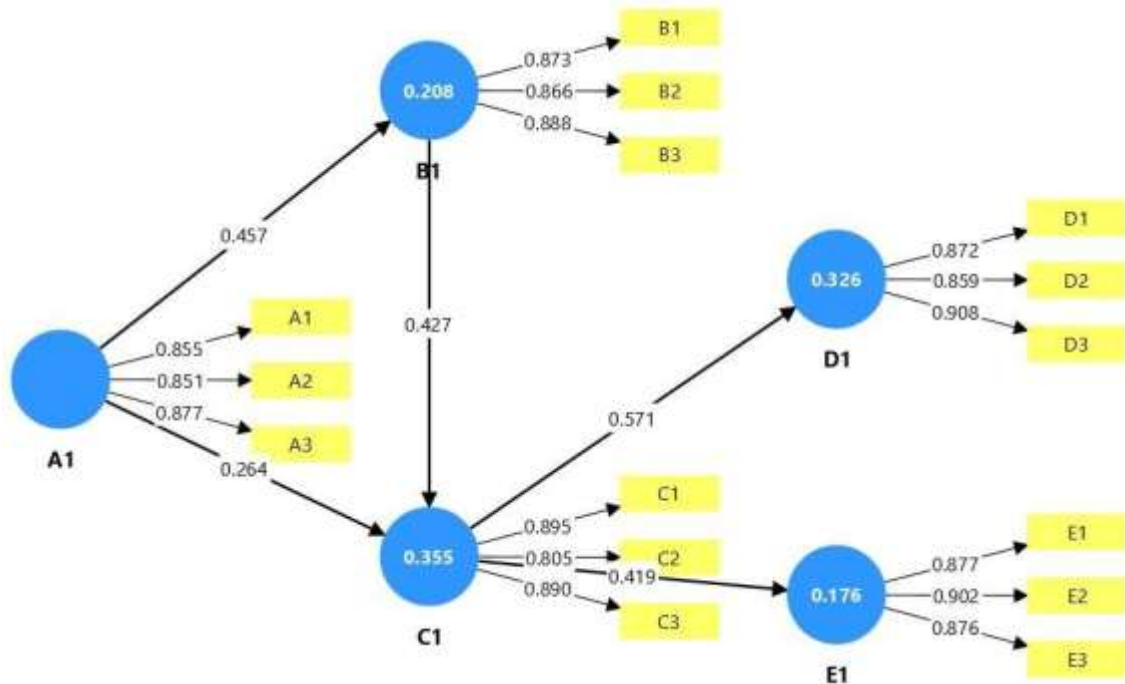


Figure 2. Model Outer Loadings

Table 3. Results of Outer Loading, AVE, and Composite Reliability

Construction	Indicators	Outer Loading	AVE	Cronbach's Alpha	rho_A	CR
Micro-Celebrities Authenticity	A1	0.855	0.742	0.826	0.829	0.896
	A2	0.851				
	A3	0.877				
Utilitarian Browsing	B1	0.873	0.767	0.848	0.876	0.908
	B2	0.866				
	B3	0.888				
Hedonic Browsing	C1	0.895	0.747	0.831	0.846	0.899
	C2	0.805				
	C3	0.890				
Reminiscence Impulse Purchase	D1	0.872	0.774	0.854	0.857	0.911
	D2	0.859				
	D3	0.908				
Designed Impulse Purchase	E1	0.877	0.783	0.862	0.863	0.916
	E2	0.902				
	E3	0.876				

Source: processed data, 2025

Furthermore, the Average Variance Extracted (AVE) values for all constructs exceed the threshold of 0.5, satisfying the criterion for convergent validity. Both Composite

Reliability (CR) and Cronbach’s Alpha values for all constructs are above 0.8, indicating a high level of construct reliability. In addition, all Variance Inflation Factor (VIF) values are below 5, suggesting the absence of multicollinearity among the indicators. For instance, the Authenticity construct demonstrates an AVE value of 0.742 and a CR of 0.896, proving it is validly and reliably measured.

Structural Model (Inner Model) Evaluation

The structural model was evaluated using path analysis and bootstrapping with 5,000 resamples to test the research hypotheses. The coefficient of determination (R^2) evaluates the proportion of variance in endogenous variables explained by the exogenous variables. According to Hair et al. (2017), R^2 values of 0.75, 0.50, and 0.25 represent substantial, moderate, and weak explanatory power, respectively.

Table 4. Results of R-square

Endogenous Variable	R^2	Adjusted R^2	Explanatory Power
Utilitarian Browsing	0.208	0.206	Weak
Hedonic Browsing	0.355	0.350	Moderate
Reminiscence Impulse Purchase	0.326	0.324	Moderate
Designed Impulse Purchase	0.176	0.173	Weak

Source: processed data, 2025

As presented in Table 4, the model exhibits moderate explanatory power for hedonic browsing ($R^2 = 0.355$) and reminiscence impulse purchase ($R^2 = 0.326$). While the power for utilitarian and designed impulse is weaker, the results are considered acceptable within the context of PLS-SEM analysis in digital consumer behavior.

The results of the hypothesis testing are summarized in Table 5.

Table 5. Results of Path Coefficient and Mediation Analysis

Relationships Between Variables	Path Coefficient (β)	<i>t</i> -statistic	<i>p</i> -value	Remarks
Authenticity → Utilitarian	0.457	7.479	0.000	Supported
Authenticity → Hedonic	0.264	3.871	0.000	Supported
Utilitarian → Hedonic	0.427	6.477	0.000	Supported
Hedonic → Reminiscence	0.571	11.243	0.000	Supported
Hedonic → Designed	0.419	7.471	0.000	Supported
Authenticity → Hedonic → Reminiscence	0.262	5.176	0.000	Supported
Authenticity → Hedonic → Designed	0.192	4.385	0.000	Supported

Source: processed data, 2025

Influences on Browsing Behavior

The results of the path analysis support H1, indicating that micro-celebrity content authenticity has a positive and significant influence on utilitarian browsing ($\beta = 0.457$, $p < 0.05$). This suggests that when micro-celebrities present content perceived as genuine, it strengthens the motivation for Generation Z to engage in rational browsing, such as comparing prices or seeking product specifications. This finding aligns with Karamoy et al. (2024), who noted that celebrity characteristics significantly impact consumers’ utilitarian attitudes.

Similarly, H2 is supported, as micro-celebrity content authenticity significantly influences hedonic browsing ($\beta = 0.264$, $p < 0.05$). Relatable and enjoyable content act as emotional stimuli that enhance curiosity and encourage exploration as a form of entertainment. This is consistent with Jin & Ryu (2020), who found that parasocial interactions with influencers increase hedonic motivations.

The Influence of Utilitarian Browsing on Hedonic Browsing

The study confirms H3, showing that utilitarian browsing significantly influences hedonic browsing behavior ($\beta = 0.427$, $p < 0.05$). For Gen Z, rational information seeking—such as product comparison—often transitions into an enjoyable exploratory experience when they encounter engaging influencer material. This suggests that for this cohort, searching for information simultaneously functions as a form of entertainment. This is further supported by Ang (2024), who emphasizes that Generation Z consumers are driven by both utilitarian and hedonic motivations, particularly efficiency and idea-seeking shopping motivations, which remain crucial in shaping their online purchase actions.

Influences on Impulse Buying Behavior

The strongest influence identified in this research is H4, where hedonic browsing has a profound impact on reminiscence impulse purchase ($\beta = 0.571$, $p < 0.05$). Enjoyable exploratory experiences trigger memories of past positive consumption, leading to spontaneous purchases. This finding validates the reminiscence concept proposed by Beatty & Ferrell (1998). Furthermore, Rodrigues et al. (2021) highlight that impulse buying is a complex phenomenon driven by various internal and external psychological factors that significantly affect the spontaneous decision-making process of consumers in digital environments.

Furthermore, H5 is supported, confirming that hedonic browsing significantly influences designed impulse purchase ($\beta = 0.419$, $p < 0.05$). Although the purchase may appear planned due to promotional exposure, the actual decision remains impulsive as it is initiated by emotional content exposure during the browsing process. This is supported by Hellyani et al. (2024) regarding the role of hedonic motives in e-commerce contexts.

The Mediating Role of Hedonic Browsing

The mediation analysis supports H6, confirming that hedonic browsing significantly mediates the influence of micro-celebrity content authenticity on reminiscence impulse purchase ($\beta = 0.262$, $p < 0.05$). Authenticity drives impulsive behavior by fostering pleasurable browsing experiences that evoke memories of past usage. This corroborates Astuti & Nindyaswari (2022), who identified browsing as a critical mediator between online reviews and impulse buying.

Lastly, H7 is supported, with hedonic browsing mediating the relationship between micro-celebrity content authenticity and designed impulse purchase ($\beta = 0.192$, $p < 0.05$). This implies that even purchases perceived as planned can occur impulsively ketika didorong oleh pengalaman mencari barang yang menyenangkan. However, the lower coefficient suggests that factors like direct price promotions may play a more dominant role in certain contexts, as noted by Rosdiana & Abdurrahman (2023).

CONCLUSION

Based on the findings of this study, it can be concluded that perceived authenticity of micro-celebrities on social media plays a pivotal role in stimulating both utilitarian browsing and hedonic browsing behaviors, which in turn contribute to impulse buying among Generation Z consumers. Perceptions of authenticity encourage consumers to engage more actively with online marketplace applications, either to seek information or to obtain entertainment. Hedonic browsing was found to significantly mediate the relationship between micro-celebrity content authenticity and impulse buying behavior, encompassing both reminiscence impulse purchase and designed impulse purchase. This indicates that emotional experiences during the browsing process play a crucial role in shaping spontaneous purchasing decisions. These findings support the S–O–R framework and are consistent with prior studies emphasizing the importance of emotional and experiential factors in online shopping behavior. Moreover, the demographic characteristics of the respondents—predominantly young female consumers who are active users of online marketplaces and highly exposed to influencer-generated content—further reinforce the relevance of the study’s results within the contemporary digital marketing context.

From a practical perspective, the findings provide valuable insights for industry practitioners and skincare brands, highlighting the importance of prioritizing digital marketing strategies that involve micro-celebrities with high levels of content authenticity. Authentic influencer content not only enhances consumer trust but also fosters emotional engagement through browsing activities that ultimately lead to impulse buying. Therefore, brands are advised to focus not merely on influencers’ follower counts, but rather on their credibility, message consistency, and the congruence between the micro-celebrity’s personal experience and the promoted product. Strategies should aim to transform the search process from a functional task into an enjoyable exploratory experience to trigger reminiscence and designed impulse responses. From a theoretical standpoint, this study contributes to the literature on Generation Z digital consumer behavior by integrating influencer authenticity, browsing behavior, and impulse buying within the S–O–R theoretical framework. The findings extend existing research by elucidating the mediating role of hedonic browsing in the relationship between influencer characteristics and impulsive purchasing outcomes.

Despite its contributions, this study has several limitations that should be acknowledged. First, the use of a quantitative, cross-sectional survey design restricts the ability to capture changes in consumer behavior over time. Second, the data rely entirely on respondents’ self-reported perceptions, which may be subject to subjective bias. Third, the scope of the study is limited to micro-celebrity content authenticity and browsing behavior, thereby excluding other factors that may also influence impulse buying behavior.

In light of these limitations, future research is encouraged to adopt a mixed-methods approach by combining quantitative and qualitative techniques to gain a deeper understanding of the psychological and emotional processes underlying impulse buying behavior. Additionally, future studies may incorporate other relevant variables such as trust, perceived risk, emotional attachment, and brand loyalty, as well as examine different product categories and digital platforms to enhance the generalizability of the

findings.

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