

**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**

THESIS

**In partial fulfillment of the requirements for
the Master of Management Degree**

FACULTY OF ECONOMICS AND BUSINESS



SUBMITTED BY

EBRIMA JABBI

NPM : 23061020046

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Prepared and compiled by:

EBRIMA JABBI

NPM : 23061020046/FEB/EM

Has been defended before the Examiners on October 22nd, 2025 and declared to have
fulfilled the requirement for acceptance

COMPOSITION OF THE BOARD OF EXAMINERS

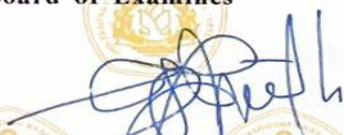
Supervisor


Dr. Muhadjir Anwar, S.E., M.M., CRP
NIP. 196509071991031001


Dr. Dhani Ichsanuddin Nur, S.E., M.M., CFP
NIP. 196309241989031001

Member of the Board of Examiners


Dr. Dewi Khrisna Sawitri, S.S., S.Psi., M.Si.
NIP. 198006122025212038


Dr. Zainal Abidin Achmad, S.Sos., M.Si., M.Ed
NIP. 196203181988031002

Surabaya, October 22nd, 2025
Agreed
Dean of the Faculty of Economic and Business


Dr. Dra. Ec. Tri Kartika Pertiwi, M.Si., CRP
NIP. 196304201991032001

PLAGIARISM-FREE DECLARATION SHEET

I, the undersigned, am:

Name : Ebrima Jabbi
NPM : 23061020046
Study program : Master of Management
Faculty : Economy and Business

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Ebrima Jabbi

FOREWORD

By expressing gratitude to the presence of Allah SWT who has bestowed His grace and blessings, so that the author can complete the thesis that has been compiled with the title "Analysis of Turnover Intention with Quarter-life Crisis as Moderation in Employees of PT. Development Basketball League Indonesia.". This thesis was compiled as one of the requirements in completing education and obtaining a Master of Management degree at the Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur.

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Name: Ebrima Jabbi

NPM: 23061020046

ABSTRACT

This research examines the influence of social media advertising and influencer marketing on Generation Z purchasing decisions within the fashion e-commerce sector in the West Coast Region of The Gambia. The study aims to: (1) analyze the impact of social media advertising on Generation Z purchasing decisions; (2) assess the effect of influencer marketing on Generation Z purchasing decisions; (3) evaluate the extent to which impulsive buying mediates the relationship between social media advertising and Generation Z purchasing decisions; and (4) determine the extent to which impulsive buying mediates the relationship between influencer marketing and Generation Z purchasing decisions.

This research utilizes a quantitative methodology and a descriptive approach. The study sample comprises 130 Generation Z respondents, aged 18 to 30, from the West Coast Region of The Gambia. Data analysis was conducted using SmartPLS 4 and Partial Least Squares-Structural Equation Modeling (PLS-SEM) techniques. The research is grounded in the Stimulus-Organism-Response (S-O-R) model, which explains how digital marketing stimuli elicit psychological responses that influence consumer purchase behavior.

The findings indicate that social media advertising and influencer marketing are significant determinants of Generation Z purchase decisions in fashion e-commerce. Additionally, impulsive buying behavior mediates the relationship between digital marketing stimuli and purchase decisions, demonstrating that digital content and influencer marketing can prompt impulsive purchases. These results underscore the importance of advertising and influencer marketing in shaping consumer behavior. The study provides actionable digital marketing recommendations for fashion e-commerce marketers and retailers in The Gambia and comparable developing economies, offering insights into strategies tailored to Generation Z consumers.

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