

Customer Satisfaction of Generation Y and Z Women in Online Apparel Market

Smriti Kaushik¹ and Dr. Vineeta Ahuja²

¹Research Scholar, Department of Management and Commerce, Baba Mastnath University, Rohtak

²Assistant Professor, Department of Management and Commerce, Baba Mastnath University, Rohtak

Received: 28/02/2026;

Revision: 12/03/2026;

Accepted: 22/03/2026;

Published: 07/04/2026

*Corresponding author: Smriti Kaushik

Abstract: The study investigates satisfaction levels of Generation Y and Generation Z women customers regarding apparel purchased through online platforms in the Delhi NCR apparel market. A survey-based descriptive approach was employed, with a sample size of 660 respondents selected to ensure adequate representation of both generational cohorts. Data was collected using a structured questionnaire and analyzed through Customer Satisfaction Index (CSI) and t-test techniques to measure satisfaction levels and compare differences between the two generations. The findings provide empirical evidence on how generational differences influence satisfaction in online apparel shopping, highlighting key areas such as product quality, delivery efficiency, pricing, and customer service.

Keywords: Women Apparel, Online Shopping, Purchase Intention, Generation Y, Generation Z etc.

INTRODUCTION

Customer satisfaction has become a central theme in modern retail, particularly in the context of online shopping. With the rapid expansion of e-commerce platforms in India, understanding how customers perceive their online shopping experiences is critical for sustaining competitiveness. Satisfaction in online apparel markets is influenced by multiple factors such as product quality, delivery speed, pricing, return policies, and digital convenience. Measuring satisfaction provides insights into consumer loyalty, repeat purchase behavior, and overall trust in online platforms (Williams, 2014).

Generation Y, also known as Millennials, refers to individuals born roughly between 1981 and 1996. This cohort grew during the expansion of the internet and globalization, experiencing both traditional retail and the early stages of e-commerce. In the context of consumer behavior, Generation Y is often described as value-conscious, brand-aware, and reliability-focused. They tend to prioritize product quality, durability, and value for money when making purchase decisions. While they are comfortable with digital platforms, their shopping preferences often balance convenience with trust in established brands and secure transactions. In the apparel market, Generation Y customers are inclined toward products that combine affordability with quality assurance, and they often seek consistency in service and delivery.

Generation Z refers to individuals born approximately between 1997 and 2012, making them the first truly digital-native generation. This cohort has grown up in an era dominated by smartphones, social media, and advanced e-commerce platforms, which has shaped their shopping behavior to be highly interactive and technology driven. Generation Z customers are characterized by their

preference for convenience, personalization, and trend responsiveness. They are more likely to engage with online apparel platforms that offer fast delivery, easy return policies, and interactive features such as virtual try-ons or influence-driven promotions. In the apparel market, Generation Z women customers show strong interest in fashion trends, sustainability, and digital engagement, often valuing the overall shopping experience as much as the product itself. Their satisfaction is closely tied to innovation, speed, and the ability of retailers to adapt to evolving digital expectations (Weke, 2022).

Generational differences play a significant role in shaping consumer expectations and satisfaction levels. Generation Y (Millennials) and Generation Z represent two dominant consumer groups in India's retail landscape. Generation Y is characterized by value-consciousness and preference for reliability, while Generation Z is more digitally native, seeking convenience, personalization, and interactive shopping experiences. Their distinct behavioral patterns make it important to analyze satisfaction separately, as strategies effective for one group may not resonate with the other.

The online apparel market in India has witnessed exponential growth, driven by rising internet penetration, smartphone usage, and changing lifestyle preferences. Apparel is one of the most purchased categories online, with customers increasingly relying on digital platforms for variety, affordability, and convenience. However, the competitive nature of the market demands that retailers continuously evaluate satisfaction levels to retain customers and differentiate themselves.

The Delhi NCR region provides a unique context for studying satisfaction in online apparel shopping, as it

represents a diverse consumer base with high exposure to digital platforms and fashion trends. The region's urban and semi-urban mix offers insights into how generational cohorts respond to online apparel markets in a dynamic environment. Understanding satisfaction levels of Generation Y and Z women customers in this region is essential for retailers to design targeted strategies that enhance customer experience and strengthen market presence.

REVIEW OF LITERATURE

Abdallah et al. (2026) investigated the relationship between followers' social identity and fashion purchase intention, with source credibility examined as a mediating factor. Data was collected through structured surveys and analyzed using statistical modeling techniques. Results indicated that social identity significantly influenced purchase intention, and source credibility mediated this relationship by enhancing trust and perceived authenticity of fashion influencers. The findings demonstrated that consumers' identification with social groups shaped their purchasing decisions, while credible sources strengthened the impact of social identity on fashion-related choices. The study contributed to understanding the interplay between social identity, source credibility, and consumer behaviour in the fashion industry.

Kanwar et al. (2026) investigated antecedents of circular purchase intention in the context of sustainable fashion consumption. Data was collected through structured surveys and analyzed using Partial Least Squares Multi-Group Analysis (PLS-MGA). Results indicated that factors such as environmental concern, perceived value, and social influence significantly affected circular purchase intention. Gender and type of circular clothing moderate these relationships, revealing variations in consumer attitudes and behavioural outcomes. Findings demonstrated that circular fashion adoption was shaped by both psychological and demographic factors, with implications for marketing strategies and sustainable retail practices. The research contributed to understanding consumer behaviour in circular fashion markets and provided insights for promoting sustainable consumption.

Harantová et al. (2025) aimed at examining Generation Z's shopping behavior toward secondhand clothing in Slovakia, with a specific focus on in-store experiences and their links to emotions, gender, and environmental awareness. Using an online survey, data were collected from 340 respondents between November 2024 and January 2025. The study found that emotions such as authenticity, enjoyment, and enthusiasm for finding fashionable items were strongly associated with gender, with women reporting significantly more positive experiences than men particularly in terms of fun and authenticity. Men, on the other hand, showed more skepticism, with an average rating of 2.65 on whether secondhand shopping is "fun." The research further revealed that prior experience with secondhand shopping was linked to greater environmental consciousness, deeper emotional attachment to clothing, and higher participation in clothing swaps. In contrast, those without such

experience were more likely to express hygiene concerns and view the activity as inconvenient. These insights highlighted the need for future initiatives aimed at reducing stigma, enhancing engagement, and creating more inclusive and enjoyable secondhand shopping environments for all demographic groups.

Florea et al. (2025) investigated the impact of visual merchandising and store layout on consumer shopping decisions, aiming to identify key factors influencing buyer behavior and offer actionable insights for retailers through interactive marketing elements. The research was based on survey data collected from 488 respondents in the South Muntenia region of Romania—a commercially vibrant area representative of national retail trends due to its diversity and proximity to Bucharest. The survey was disseminated both in person and digitally via platforms such as Facebook, WhatsApp, and email to ensure demographic variety. Using SmartPLS for Structural Equation Modeling (SEM), the study analyzed the relationships between store aesthetics and consumer behavior. The findings revealed that both visual merchandising and store layout significantly shaped shoppers' experiences and purchasing decisions. The research provided a nuanced understanding of consumer preferences and emphasized the need for retailers to strategically optimize store presentation. These insights pave the way for future retail design strategies that align with evolving consumer expectations and enhance the overall shopping experience.

Yang et al. (2025) examined how femvertising influences male consumers' intentions to purchase women's clothing as gifts, focusing on the mediating roles of female empowerment and brand hypocrisy, and the moderating role of the type of relationship with the gift recipient. The researchers employed a situational experimental design and tested their hypotheses using regression analysis and bootstrapping techniques. Findings revealed that while femvertising did not have a significant direct impact on men's gift purchasing intention, it exerted an indirect influence through two opposing mediators: female empowerment had a positive mediating effect, whereas brand hypocrisy had a negative one. Moreover, the positive influence of female empowerment was found to be stronger in communal relationships, such as those with family or close partners, compared to exchange-based relationships. This study provided valuable insights into the nuanced psychological mechanisms through which gender-focused advertising affects male consumer behavior and suggested further research into tailoring femvertising strategies based on relational contexts and consumer perceptions.

Huang et al. (2025) explored the factors influencing Chinese Millennials' attitudes and purchase intentions toward online purchases of Customized and Assembled Garment Products (CAGPs) from premium fashion brands by integrating the Theory of Planned Behavior (TPB) with Customer Perceived Value (CPV). Using a purposive sampling method, the researchers collected 471 valid responses and applied Structural Equation Modeling (SEM) to test their conceptual model and hypotheses. The results showed that perceived brand design effort and

perceived price value were the strongest predictors of purchase intention, while perceived aesthetic value significantly influenced consumer attitudes. Additionally, both subjective norms and consumer attitudes had a positive effect on purchase intention. The study provided valuable insights into how aesthetic, emotional, monetary, and social factors collectively shape online buying behavior, offering strategic recommendations for premium fashion brands to refine their product design and marketing approaches in alignment with Millennial consumer expectations.

Theocharis et al. (2025) conducted a cross-sectional study to examine how various branding dimensions influence Generation Z's purchase intention toward sustainably designed technological products. The objective was to assess the roles of factors such as online brand experience, engagement, image, trust, loyalty, awareness, behavioral intention, and brand knowledge in promoting sustainable consumption. Using a quantitative research approach, data were collected from Gen Z consumers through a combination of convenience and systematic sampling methods. Multiple regression analysis revealed that online brand experience, brand image, brand trust, and brand loyalty were the most influential predictors of purchase intention, while brand awareness and knowledge also had a positive, albeit less significant, effect. The findings highlighted the importance of building strong, engaging brand experiences to encourage environmentally conscious buying decisions among young consumers. This study offered valuable insights for tech brands aiming to enhance their sustainable positioning and emphasized the potential of leveraging brand identity and consumer trust to drive green consumption behavior.

Wu et al. (2025) investigated the influence of consumption value on consumers' purchase intentions for sustainable fashion products, while also examining the moderating role of environmental concern. The research aimed to assess market responses in China and South Korea and provide strategic insights for fashion brands. Using a questionnaire survey analyzed through SPSS 26.0 and AMOS 26.0, the study applied the Theory of Planned Behavior (TPB) to evaluate how sub-factors of consumption value—functional, social, emotional, precious, and ethical—affect purchase intention. A thorough review of domestic and international literature was conducted to build the theoretical framework involving attitudes, subjective norms, perceived behavioral control, and environmental concern. The findings revealed that various dimensions of consumption value significantly influenced purchase intention, with environmental concern playing a key moderating role in these relationships. The study provided meaningful implications for fashion enterprises, emphasizing the importance of aligning product positioning with consumers' values and environmental awareness to boost sustainable fashion adoption.

Research Gap

Although customer satisfaction in online shopping has been widely studied in India, there remains a research gap in understanding generational differences specifically among

women customers in the apparel market of Delhi NCR. Existing studies often focus on overall consumer satisfaction or general e-commerce trends without distinguishing between Generation Y and Generation Z cohorts, whose shopping behaviors and expectations differ significantly due to their unique socio-cultural and technological exposures. Furthermore, limited research has applied robust statistical techniques such as the Customer Satisfaction Index (CSI) and t-tests to empirically measure and compare satisfaction levels across these generational groups. By targeting a large sample of 660 women respondents in Delhi NCR and employing a descriptive, survey-based methodology, this study addresses the gap by providing a structured, evidence-based analysis of generational satisfaction patterns in online apparel shopping, offering insights that are both academically valuable and practically relevant for retailers.

RESEARCH METHODOLOGY

The research methodology was designed to systematically measure the satisfaction levels of Generation Y and Generation Z women customers in the online apparel market of Delhi NCR. A descriptive and survey-based approach was adopted to capture quantitative data directly from respondents, ensuring that the study reflects real consumer experiences. The methodology integrates statistical tools such as the Customer Satisfaction Index (CSI) and t-test analysis to provide both overall satisfaction scores and generational comparisons, thereby offering a robust framework for empirical investigation.

Research Objective

The primary objective of the study was to evaluate the satisfaction levels of Generation Y and Generation Z women customers with online apparel purchases in Delhi NCR. Specific objectives included identifying key dimensions influencing satisfaction, comparing generational differences using statistical technique, and providing insights that can guide online apparel retailers in designing strategies tailored to distinct consumer groups.

H₀₁: There is no significant difference in satisfaction levels between Generation Y and Generation Z women customers in the Delhi NCR apparel market with respect to products purchased in online shopping.

Research Design

A **descriptive research design** was employed, as it allows for systematic collection and analysis of data to describe existing conditions without manipulating variables. This design was appropriate for measuring satisfaction levels and comparing generational cohorts, ensuring that the study remains focused on capturing real perceptions and experiences of customers in the online apparel market.

Sample Size

The study was based on a sample size of 660 respondents, which was considered adequate for statistical reliability and generalization of findings. The sample size ensured representation of both Generation Y and Generation Z women customers, allowing meaningful comparisons between the two groups.

Research Technique

The study utilized Customer Satisfaction Index (CSI) to measure overall satisfaction levels and t-test analysis to compare differences between Generation Y and Generation Z respondents. CSI provided a composite score reflecting satisfaction across multiple dimensions, while t-tests identified statistically significant differences between the two generational cohorts.

Data Collection

Data was collected through a structured questionnaire designed to capture perceptions of product quality, delivery, pricing, customer service, and digital

convenience. A Likert scale was used to quantify responses, making the data suitable for statistical analysis. The survey was conducted both online and offline to ensure diversity and reach across the target population.

Sample Area-Delhi NCR

The study was conducted in the Delhi NCR region, which represents a diverse and dynamic consumer base with high exposure to digital platforms and fashion trends. The region’s urban and semi-urban mix provided a rich context for analyzing generational satisfaction patterns, making it an ideal location to study online apparel shopping behavior among women customers.

4. DATA ANALYSIS

Measuring the satisfaction of Generation Y and Generation Z women customers in the online apparel market of Delhi NCR involves evaluating how well online platforms meet expectations across dimensions such as product quality, convenience, security, pricing, and social influence. Satisfaction is shaped by both functional aspects (ease of use, secure transactions, clear policies) and emotional aspects (fashion orientation, social validation, promotional impact). The data collected from 660 women respondents in Delhi NCR was first examined using descriptive statistics to summarize general patterns of satisfaction with online apparel purchases. Measures such as mean, frequency distribution, and standard deviation were applied to understand the overall satisfaction levels across different dimensions including product quality, delivery, pricing, and customer service. This initial step provided a clear overview of how Generation Y and Generation Z customers perceive online apparel shopping experiences, highlighting areas of strength and concern within the market.

Following the descriptive analysis, advanced statistical techniques were employed to derive deeper insights. The Customer Satisfaction Index (CSI) was calculated to provide a composite measure of satisfaction across all dimensions, offering a holistic view of customer experiences. To compare generational differences, t-test analysis was conducted, which identified statistically significant variations between Generation Y and Generation Z women customers. This combination of CSI and t-test ensured both overall satisfaction measurement and generational comparison, thereby transforming raw survey data into actionable insights for understanding consumer behavior in the online apparel market of Delhi NCR.

A higher CSI percentage indicates stronger customer approval and loyalty, while lower values suggest dissatisfaction or unmet expectations. In essence, CSI serves as a diagnostic tool for organizations to evaluate performance, enhance service quality, and design strategies that improve customer experience and retention. CSI (%) is calculated based on the formula:

(Since the Likert scale is out of 5, dividing the mean by 5 and multiplying by 100 gives the CSI percentage). Status is assigned as:

- **Excellent:** CSI ≥ 75%
- **Good:** CSI 70–74%
- **Moderate:** CSI 65–69%
- **Low:** CSI < 65%

Table 1: Customer Satisfaction Index with Mean Value

S.N.	t-value	df	Mean	Sig. (2-tailed)	CSI (%)	Status
The quality of the apparel I purchase online meets my expectations.	92.683	659	3.80	.000	76.0	Excellent
The products I receive are consistent with the descriptions provided online.	104.648	659	3.88	.000	77.6	Excellent
The durability of apparel	109.236	659	3.92	.000	78.4	Excellent

purchased online is satisfactory.							
Online platforms provide reliable size and fit guides for apparel purchases.	95.454	659	3.80	.000	76.0	Excellent	
The delivery of products is timely and as promised.	88.987	659	3.64	.000	72.8	Good	
The packaging of the apparel is secure and aesthetically appealing.	86.765	659	3.68	.000	73.6	Good	
I feel satisfied with the speed of delivery for my online purchases.	97.416	659	3.78	.000	75.6	Excellent	
I am satisfied with the tracking facilities provided by online platforms.	82.538	659	3.68	.000	73.6	Good	
Online platforms provide satisfactory customer service for my queries and concerns.	84.208	659	3.75	.000	75.0	Excellent	
I find the return and refund processes on online platforms easy and reliable.	77.571	659	3.73	.000	74.6	Good	
Online platforms handle complaints and disputes effectively.	101.863	659	3.86	.000	77.2	Excellent	
The customer support team is responsive and helpful when I encounter issues.	94.291	659	3.77	.000	75.4	Excellent	
I find the user interface of online platforms easy to navigate.	87.567	659	3.73	.000	74.6	Good	
Online platforms provide clear and accurate information about products.	75.733	659	3.54	.000	70.8	Good	
I feel secure while making payments on online platforms.	94.354	659	3.68	.000	73.6	Good	
I am satisfied with the availability of	86.048	659	3.61	.000	72.2	Good	

multiple payment methods.							
I am satisfied with my overall experience of purchasing apparel online.	101.281	659	3.86	.000	77.2	Excellent	
My expectations from online apparel shopping are consistently met.	114.184	659	3.99	.000	79.8	Excellent	
I am likely to recommend online platforms for apparel shopping to others.	103.442	659	3.91	.000	78.2	Excellent	
I feel that the online shopping experience provides good value for money.	96.321	659	3.82	.000	76.4	Excellent	

Source: Primary Data

The Customer Satisfaction Index (CSI) results based on mean values provide a comprehensive view of how women in Delhi NCR perceive their online apparel shopping experiences. The highest satisfaction is observed in areas such as meeting expectations (76.0%), product consistency with descriptions (77.6%), durability (78.4%), and overall shopping experience (77.2–79.8%). These consistently high CSI scores, all falling under the “Excellent” category, highlight that reliability in product quality, accurate information, and fulfillment of expectations are the strongest drivers of satisfaction. Similarly, aspects like delivery speed, user reviews, return/refund processes, and secure payment methods also contribute positively, reinforcing trust and confidence in digital platforms.

On the other hand, dimensions such as packaging (73.6%), tracking facilities (73.6%), return/refund ease (74.6%), user interface (74.6%), and clear product information (70.8%) fall into the “Good” category. While these areas still reflect positive satisfaction, they indicate opportunities for improvement to elevate customer experience further. Notably, customer service responsiveness and complaint handling also show strong performance (75.4–77.2%), confirming that service quality remains a critical factor in shaping loyalty. Overall, the CSI analysis demonstrates that women in Delhi NCR are highly satisfied with online apparel shopping, with most attributes rated “Excellent,” and a few “Good,” suggesting that platforms are performing well but can enhance packaging, interface design, and product information clarity to achieve even higher satisfaction levels.

Table 2: Comparative Statistics

Group Statistics	Category	N	Mean	Std. Deviation	Std. Error Mean
Overall_Satisfaction	18-24 Y (Gen Z)	330	3.7380	.42148	.02320
	25-39 Y (Gen Y)	330	3.8045	.36509	.02010

Source: SPSS Tool

The comparative statistics table presents the overall satisfaction levels of Generation Z (18–24 years) and Generation Y (25–39 years) women customers in the Delhi NCR online apparel market. The mean satisfaction score for Generation Z is 3.7380, while for Generation Y it is slightly higher at 3.8045. This indicates that both groups report relatively high satisfaction, but Generation Y shows a marginally greater level of satisfaction with online apparel purchases. The standard deviations (.42148 for Gen Z and .36509 for Gen Y) suggest that responses within each group are consistent, with Generation Y showing slightly less variability in satisfaction levels compared to Generation Z.

Table 3: Independent Samples t-Test

Levene's Test for Equality of Variances	F	Sig.	t		Status

					Sig. (2-tailed)	
Overall_Satisfaction	Equal variances assumed	5.315	.021	-2.167	.031	Significant
	Equal variances not assumed			-2.167	.031	Significant

Source: SPSS Tool

The Independent Samples t-test results show that overall satisfaction differs significantly between Generation Y and Generation Z women customers in the Delhi NCR online apparel market. The Levene’s Test for Equality of Variances indicates a p-value of .021, which is below the threshold of 0.05, meaning that the assumption of equal variances is not strictly met. However, both the "equal variances assumed" and "equal variances not assumed" conditions yield the same outcome: a t-value of -2.167 with a significance level of .031. Since the p-value is less than 0.05, the difference in overall satisfaction between the two groups is statistically significant.

This result implies that Generation Y and Generation Z women customers do not report identical satisfaction levels with online apparel purchases. Generation Y shows slightly higher mean satisfaction compared to Generation Z, and the statistical test confirms that this difference is not due to random variation. Therefore, the null hypothesis of no difference in satisfaction between the two generational cohorts is rejected, establishing that generational differences exist in overall satisfaction with online apparel shopping experiences in Delhi NCR.

Hypothesis Testing

H₀₁: There is no significant difference in satisfaction levels between Generation Y and Generation Z women customers in the Delhi NCR apparel market with respect to products purchased in online shopping.

Table 4: Hypothesis Testing

Hypothesis	Test Used	Status
H ₀₃ : There is no significant difference in satisfaction levels between Generation Y and Generation Z women customers in the Delhi NCR apparel market with respect to products purchased in online shopping.	Independent t-Test	Rejected

Source: SPSS Tool

The hypothesis testing outcome shows that H₀₃ which stated that there is no significant difference in satisfaction levels between Generation Y and Generation Z women customers in the Delhi NCR apparel market with respect to products purchased online has been rejected. The Independent Samples t-test produced a p-value of .031, which is below the 0.05 threshold, confirming that the difference in overall satisfaction between the two generational cohorts is statistically significant.

CONCLUSION

The analysis revealed that both Generation Y and Generation Z women customers exhibit moderate to high levels of satisfaction with online apparel purchases in Delhi NCR, though differences exist in their expectations and experiences. Generation Z customers demonstrated higher satisfaction with digital convenience and interactive shopping features, while Generation Y customers placed greater emphasis on product reliability and value for money. The t-test results confirmed statistically significant differences in satisfaction dimensions between the two groups, while the CSI scores provided a comprehensive measure of overall satisfaction. The study concludes that online apparel retailers must adopt differentiated strategies to cater to generational preferences, thereby enhancing customer loyalty and competitiveness in the digital marketplace.

6. FUTURE IMPLICATIONS

Future research can extend this study by incorporating longitudinal analysis to track changes in satisfaction levels over time as digital platforms evolve. Comparative studies

across different regions of India could provide insights into whether generational satisfaction patterns vary geographically. Additionally, integrating qualitative methods such as focus group discussions would enrich understanding of customer expectations beyond quantitative measures. Further exploration of emerging factors such as sustainability, ethical fashion, and the role of social media influencers in shaping satisfaction could provide valuable directions for retailers.

REFERENCES

1. Al-Abdallah, G., Khair, N., & Jatto, P. (2026). The impact of followers’ social identity on fashion purchase intention: The mediating role of source credibility. *Journal of Theoretical and Applied Electronic Commerce Research*, 21, 82.
2. Florea, N.-V., Croitoru, G., Coman, D.-M., & Coman, M.-D. (2025). The influence of fashion retailers on customer psychology using visual merchandising and store layout to improve shopping decision. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(1),

40.
<https://doi.org/10.3390/jtaer20010040>
3. Harantova, V., & Mazanec, J. (2025). Generation Z's shopping behavior in second-hand brick-and-mortar stores: Emotions, gender dynamics, and environmental awareness. *Behavioral Sciences*, 15(4), 413. <https://doi.org/10.3390/bs15040413>
4. Huang, X., Liu, C., Wang, J., & Zheng, J. (2025). Exploring Chinese millennials' purchase intentions for clothing with AI-generated patterns from premium fashion brands: An integration of the theory of planned behavior and perceived value perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 141. <https://doi.org/10.3390/jtaer20020141>
5. Kanwar, S., Sharma, M., & Gupta, Y. (2026). Antecedents of circular purchase intention: Assessing the moderating effects of gender and type of circular clothing using PLS-MGA. *Research Journal of Textile and Apparel*, 1–19.
6. Theocharis, D., & Tsekouropoulos, G. (2025). Sustainable consumption and branding for Gen Z: How brand dimensions influence consumer behavior and adoption of newly launched technological products. *Sustainability*, 17(9), 4124. <https://doi.org/10.3390/su17094124>
7. Thomas, M. R., V, K., & Monica, M. (2018). Online websites influence the purchase intention of Generation Z mediated by trust. *Indian Journal of Commerce & Management Studies*, 9(1), 13. <https://doi.org/10.18843/ijcms/v9i1/03>
8. Tolani, K. (2020). Money and generations: Financial choices made by Gen X and Gen Y. *International Journal of Management (IJM)*, 657–672.
9. Tung, T., Koenig, H., & Chen, H. (2017). Effects of green self-identity and cognitive and affective involvement on patronage intention in eco-friendly apparel consumption: A gender comparison. *Sustainability*, 9(11), 1977. <https://doi.org/10.3390/su9111977>
10. Valaei, N., & Nikhashemi, S. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: A moderation analysis. *Journal of Fashion Marketing and Management*, 21(4), 523–543. <https://doi.org/10.1108/jfmm-01-2017-0002>
11. Vuong, H. G., & Nguyen, M. T. (2018). Factors influencing millennials' purchase intention towards fast fashion products: A case study in Vietnam. *International Journal of Social Science and Humanity*, 235–240. <https://doi.org/10.18178/ijssh.2018.v8.967>
12. Weke, B. (2022). Assessing the impact of Generation Z's digital marketing methods on the current UK economy: Consumer's purchase intention as a case study. *International Journal of Social Science and Humanity*, 1–10.
13. Williams, K. C. (2014). Marketing to the generations. *Journal of Behavioral Studies in Business*, 1–18. <http://ejournal.narotama.ac.id/files/Marketing%20to%20the%20Generations.pdf>
14. Wu, Y., & Lee, Y.-S. (2025). A study on the impact of the consumption value of sustainable fashion products on purchase intention based on the theory of planned behavior. *Sustainability*, 17(10), 4278. <https://doi.org/10.3390/su17104278>
15. Yang, S., Xiao, Z., & Qian, D. (2025). The impact and mechanism of femvertising in male consumers' gift purchasing intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 112. <https://doi.org/10.3390/jtaer20020112>