

IMPACT OF DIGITAL MARKETING ON GENERATION Z CONSUMER BEHAVIOR IN UZBEKISTAN

Jaxongir Davronov Askarovich¹, Heny Hendrayati², Inomjon Qudratov³

^{1,3}Tashkent State University of Economics, Tashkent, Uzbekistan

²Universitas Pendidikan Indonesia, Bandung, Indonesia

Johndavronov04@gmail.com¹, henyhendrayati@upi.edu², i.qudratov.ifm@tsue.uz³

Abstract

This study examines how digital marketing affects the consumer behavior and buying decisions of Generation Z in Uzbekistan. Using a Systematic Literature Review based on the PRISMA 2020 guidelines, peer-reviewed articles published from 2015 to 2024 were collected from Scopus, Web of Science, ScienceDirect, and Google Scholar. The review focuses on digital marketing, social media marketing, influencer marketing, and related behavioral responses among young consumers. The results show that visual and interactive online content has the strongest influence on Generation Z in Uzbekistan. Platforms like Instagram, TikTok, YouTube, and Telegram work best with short videos, content made by user, and recommendations from influencers. Young people are more likely to buy something from a brand if they trust it and believe it is real. People use social media a lot, but direct ads don't work as well as recommendations from friends and electronic word-of-mouth. Overall, digital marketing has a strong impact on the behavior of Generation Z consumers in Uzbekistan, and strategies focused on authenticity, cultural relevance, and meaningful engagement are more effective than intrusive advertising.

Keywords: Generation Z; digital marketing; consumer behavior; social media marketing; influencer marketing; Uzbekistan

Abstrak

Penelitian ini mengkaji bagaimana pemasaran digital memengaruhi perilaku konsumen dan keputusan pembelian Generasi Z di Uzbekistan. Penelitian menggunakan Systematic Literature Review berdasarkan pedoman PRISMA 2020 dengan menghimpun artikel ilmiah bereputasi yang terbit pada 2015-2024 dari Scopus, Web of Science, ScienceDirect, dan Google Scholar. Kajian ini berfokus pada digital marketing, social media marketing, influencer marketing, serta respons perilaku konsumen muda. Hasil penelitian menunjukkan bahwa konten online yang visual dan interaktif memiliki pengaruh paling kuat terhadap Generasi Z di Uzbekistan. Video pendek, user-generated content, dan rekomendasi influencer terbukti sangat efektif pada platform seperti Instagram, TikTok, YouTube, dan Telegram. Kepercayaan dan autentisitas berperan penting dalam membentuk interaksi konsumen muda dengan merek serta keputusan pembelian mereka. Meskipun media sosial digunakan secara luas, iklan langsung kurang berpengaruh dibandingkan rekomendasi teman dan electronic word-of-mouth. Secara keseluruhan, pemasaran digital memiliki pengaruh kuat terhadap perilaku Generasi Z di Uzbekistan, dan strategi yang menekankan autentisitas, relevansi budaya, serta keterlibatan yang bermakna lebih efektif daripada iklan yang bersifat mengganggu.

Kata kunci: Generasi Z; pemasaran digital; perilaku konsumen; pemasaran media sosial; influencer marketing; Uzbekistan

Correspondence: Johndavronov04@gmail.com¹

INTRODUCTION

Digital technologies are growing quickly, and this has had a big effect on how businesses market themselves around the world (Gao & Liu, 2023). Brands and customers used to interact through traditional mass media, but now they use digital platforms that are more interactive and data-driven (Arya et al., 2018). The internet, mobile devices, and social media have made it easier and faster for businesses to connect with customers (Ikatinasari et al., 2020). Due to these changes, digital marketing, which includes mobile marketing, search engine marketing, influencer marketing, and social media marketing, is now an important part of how businesses plan for the future (Kotler & Keller, 2016)(Chaffey & Ellis-Chadwick, 2019; Kotler et al., 2017; Mangold & Faulds, 2009). The change got even stronger after the COVID-19 pandemic (Nimatov & Imamova, 2021), when more people and businesses used the internet to shop, talk, and have fun (Yusuf et al., 2021)

Generation Z, which includes people born between 1997 and 2012, is one of the groups of consumers that digital technology has had the biggest impact on (Xiong et al., 2021). This generation grew up with internet access, smartphones, and social platforms as a normal part of life, and they are often described as digital natives (Na et al., 2023). They are digital natives who enjoy content that is both visual and interactive. They also value honesty and openness, and they often believe what their friends and online influencers say more than what brands say (Luo & Zheng, 2023). Research demonstrates that short videos, user-generated content, and influencer content on platforms such as TikTok, Instagram, YouTube, and Telegram are notably effective in shaping attitudes and purchase intentions (Dewa & Safitri, 2021; Nathan Posdakoff, 2015).

This conversation is about a new market in Uzbekistan. Over the past ten years, the country has seen a lot of growth in both mobile and internet access (Nimatov & Imamova, 2021). Young people are very active on sites like Telegram, Instagram, YouTube, and

TikTok these days (Shahzad & Xu, 2024). At the same time, Uzbekistan continues to maintain strong family ties, community influence, and interpersonal trust. These cultural and social features may shape the way young consumers respond to digital marketing (O'g'li, 2025). However, the available literature remains limited, especially for Central Asia, and very few studies focus specifically on Generation Z consumers in Uzbekistan (Obitovich, 2022).

Most of the research on Generation Z and digital marketing is done in North America, Western Europe, and East Asia. In those places, the digital markets are usually better, people make more money, and the culture is different (Rakhmonova, 2023). Consequently, the results from those studies may not be entirely applicable to an emerging market such as Uzbekistan. It is essential to take into account the context when interpreting results, as digital infrastructure, purchasing power, digital literacy, and social values may vary (Ubaydullo Xoshimjonov, 2023). The article positions Uzbekistan as both a geographically significant entity and a context that can enrich the digital marketing literature (V. Braun & Clarke, 2006).

Based on that gap, this study's goals are to find the digital marketing strategies that have the biggest effect on Generation Z consumers, explain how cultural and socioeconomic factors affect these responses in Uzbekistan, and point out the most important research gaps that need to be filled in Central Asian emerging markets. In line with the original article, the guiding questions concern which strategies most strongly affect Generation Z thinking and buying, how Uzbek contextual factors shape digital marketing response, and where the current literature remains incomplete.

LITERATURE REVIEW

The study's theoretical basis is constructed upon three frameworks that are consistently referenced in the reviewed article. The Technology Acceptance Model (Icek

Ajzen, 1991) says that people are more likely to use digital technologies when they think they are useful and easy to use. This helps us understand why young people like brand communication that is personalised, easy to use on mobile devices, and convenient in the world of digital marketing. Ajzen (1991) says that the Theory of Planned Behaviour is based on attitudes, social influence, and perceived control. This is important because Generation Z often makes decisions in online settings that are very social. The Stimulus-Organism-Response model adds that external stimuli such as digital content, influencers, and social media interactions can shape internal reactions and then influence behavior, including purchase intention and brand loyalty (Coelho et al., 2019).

Previous studies reviewed in the article show that digital marketing is not a single technique but a group of connected strategies. Social media marketing allows direct interaction between brands and consumers and is especially relevant for young audiences (Hendrayati et al., 2024). Influencer marketing becomes effective when the influencer appears credible, relatable, and authentic (Duffett, 2020). Content marketing works well when it provides entertainment, information, or value instead of acting as an interruption ((Kim, 2022). Mobile marketing is important because most Generation Z consumers access content through smartphones, meaning that ease of use, speed, and convenience become major determinants of response (Venkatesh et al., 2003).

The review also emphasizes several behavioral characteristics of Generation Z. This consumer cohort tends to have shorter attention spans, stronger interest in visual formats, and a greater tendency to evaluate brand messages through the lens of trust and social proof (Francis & Hoefel, 2018; Duffett, 2020). Highly polished or overly promotional content can reduce interest, while content that appears native to the platform and embedded in everyday online interaction tends to perform better. This elucidates the recurrent identification of short-form video, social commerce, reviews, comments, and community interaction as significant influencers in the literature (Kotler, 2017). The literature also highlights that digital marketing findings from North America, Western Europe, and East Asia cannot automatically be transferred to Uzbekistan. Emerging markets differ in digital infrastructure, e-commerce maturity, purchasing power, and cultural context (Lim, 2015; World Bank, 2023). The digital world in Uzbekistan is different from many Western settings because of collectivist values, high levels of trust between people, and the unique role of Telegram. Hofstede et al. (2010) and the Ministry of Digital Technologies of Uzbekistan (2020) say that this means that social proof, recommendations from friends, and content that fits in with the culture may be more important than pushy ads (Sevgi AYDIN, 2024).

Tabel 1. Summary of Key Literature on Digital Marketing and Generation Z

Author	Country	Focus	Finding
Duffett (2020)	South Africa	YouTube marketing & Gen Z	Interactive video content significantly affects cognitive, affective, and behavioral attitudes.
Djafarova & Rushworth (2017)	UK	Instagram influencer credibility	Authentic and relatable influencers can strengthen purchase intention.

Priporas et al. (2017)	Greece	Smart retail expectations	Generation Z expects real-time and personalized digital interaction .
Hajli (2019)	Multi-country	Social commerce & trust	Social support and peer interaction increase purchase intention.
Yadav & Rahman (2017)	India	Social media marketing perception	Content relevance , interactivity , and personalization support engagement .
Venkatesh et al. (2003)	Multi-context	Technology acceptance	Performance expectancy and social influence shape technology adoption behavior .

Source: processed by the author, 2026

METHODS

This study employed the Systematic Literature Review methodology. The article adheres to the PRISMA 2020 guidelines , which provide a systematic approach to locating , screening, assessing, and synthesising prior research (Trunfio & Rossi, 2021). A protocol for the review was established prior to the commencement of the search process. The protocol specified the research questions, the databases that would be used, the search keywords, and the inclusion and exclusion criteria for the studies. The broader review logic is also consistent with established guidance on

systematic literature reviews (LEAVY, 2019).

The literature search was carried out through Scopus, Web of Science, ScienceDirect, and Google Scholar. The study focused on peer-reviewed works published from 2015 to 2024. The search terms linked ideas about Generation Z, digital marketing, social media marketing, influencer marketing, young consumers, their buying intentions, and Uzbekistan or Central Asia. After the search stage, the titles and abstracts were read first, and then the full texts of the other articles were read

Tabel 2. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Written in English	Studies published before 2015
Published in peer-reviewed journals or proceedings (2015-2024)	Studies unavailable in full text or published in non-peer-reviewed sources
Directly addresses digital marketing, social media marketing, or influencer marketing	Studies focused exclusively on older generational cohorts
Focuses on Generation Z or young adult consumers	Studies discussing digital technology without explicit connection to marketing or consumer behavior
Reports empirical findings or a relevant conceptual framework	Grey literature , theses , dissertations , and editorial commentaries

Source: processed by the author, 2026

After the screening, 28 studies were included in the final qualitative synthesis. Data extraction documented bibliographic details, research methodology, evaluated digital marketing strategy, target demographic, dependent variables, principal findings, and theoretical frameworks. The synthesis then used thematic analysis to find patterns that kept coming up, like trust and authenticity, cultural factors, content preference, social media interaction, and the credibility of influencers (M. R. Braun et al., 2016).

The original article's methodology section also talks about some of

the problems with the study. The search was only for peer-reviewed works in English, so it may have missed useful studies that were published in Uzbek, Russian, or other regional languages. Publication bias cannot be completely ruled out, and the relatively small number of Central Asian studies means that some interpretations still rely on evidence from comparable but different emerging-market contexts. Even so, the structured search process and the clear screening procedure strengthen the reliability of the review (Page et al., 2021).

Tabel 3. PRISMA 2020 Study Selection Summary

Stage	Description	Quantity
Identification	Records identified through database searching	n = 312
Identification	Additional records identified through reference lists	n = 18
Screening	Records after duplicates removed	n = 274
Screening	Records excluded after title and abstract review	n = 196
Eligibility	Full-text articles assessed for eligibility	n = 78
Eligibility	Full-text articles excluded	n = 50
Included	Studies included in final qualitative synthesis	n = 28

Source: processed by the author, 2026

RESULT

The review shows that digital marketing has a big effect on how people in Generation Z shop. The most common trend in the 28 studies is that people like content that is easy to read, visual, and interactive. Generation Z is more likely to be interested in short videos, image-based communication, interactive stories, and engagement tools that are specific to a platform than in long text or static ads (Duffett, 2020; Hendrayati et al., 2025)The review also shows that influencer

marketing works best when the source seems real and relatable. Too much commercial content, on the other hand, can make people less likely to respond and less likely to trust you (Djafarova & Rushworth, 2017; Tafesse & Wood, 2021).

Another thing to keep in mind is that trust, honesty, and social proof are very important. Generation Z customers don't just buy things because they see ads a lot. Instead, they think about whether the message seems

honest, whether it fits with what they have been through, and whether their friends or online communities back it up. So, recommendations from friends, user reviews, comments, and user-generated content are more powerful than direct brand persuasion (Hajli, 2019; Reinikainen et al., 2020). This supports the main point of the article, which is that digital marketing aimed at young people should be based on relationships, not interruptions.

These findings are even more important in the context of Uzbekistan. The article that was reviewed says that young people in Uzbekistan are using Instagram, TikTok, YouTube, and especially Telegram more and more (DataReportal, 2023; World Bank, 2023). Telegram is not just a messaging app; people use it to share information, have fun, and do business. Uzbek society is collectivist, which means that peer pressure,

family opinion, and trusted community voices can have a bigger effect on how people shop online than in places that are more individualistic (Hofstede et al., 2010). For this reason, marketing strategies that work well in Western markets may need to be changed before they can work well in Uzbekistan.

The studies examined indicate that Generation Z is frequently less susceptible to direct advertising compared to content that appears native to the platform. People are more likely to respond positively when a message looks like it fits in with their normal online life instead of being an outside interruption. This helps explain why short videos, user-generated content, creators who people can relate to, and community discussion do so well in practice (Duffett, 2020). Instead of just changing traditional ads to fit digital channels, brands need to make content that fits the platform's culture.

Table 4. The Most Influential Digital Marketing Factors on Generation Z

Theme	Frequency	Findings Synthesis	Implication
Visual & interactive content	22/28	Gen Z strongly prefers short-form video, stories, and image-based content.	Brands should prioritize TikTok, Reels, Shorts, and engaging visual design.
Trust & authenticity	20/28	Highly scripted or intrusive messages reduce positive response .	Communication should be honest , consistent, and socially credible .
Influencer effectiveness	18/28	Relatable influencers and peer-like creators shape purchase intention .	Micro-influencers and local creators are likely to be more persuasive .
Social proof & eWOM	17/28	Reviews , comments , and peer recommendations strengthen confidence .	Community-based engagement is essential for conversion .
Mobile-first behavior	11/28	Convenience and ease of use matter because Gen Z accesses content through phones .	Content and buying pathways must be optimized for mobile devices .
Cultural fit in Uzbekistan	Contextual theme	Collectivist norms and the role of Telegram shape local response .	Digital campaigns should use relevant language , social cues , and local platform habits .

Source: processed by the author, 2026

The synthesis of the literature reveals a notable regional disparity. There aren't many studies that focus on Central Asia, and none of the studies in the final sample look at Uzbekistan in a systematic way. This means that we still don't know a lot about how people in Uzbekistan who use digital devices behave. The article says that there are many chances for future research in the area, especially studies based on local field data and consumer evidence (World Bank, 2023; Ministry of Digital Technologies of Uzbekistan, 2020).

The article suggests that using TAM or UTAUT, TPB, and S-O-R together gives us a better way to understand how Generation Z acts in digital spaces. TAM tells us why people start using digital tools and why they keep using them (Davis, 1989; Venkatesh et al., 2003). TPB shows how social pressure and attitudes can affect intention (Ajzen, 1991). S-O-R explains how digital stimuli make people act in ways that lead to behaviour (Mehrabian & Russell, 1974). The three frameworks help researchers understand how technology use, social influence, emotional response, and consumption behaviour all work together.

The article also says that culture plays a role in how these mechanisms work. In collectivist cultures like Uzbekistan, social influence may be stronger than in cultures that value independence. When people shop online, they often think about what their friends and family think and how much they trust the community. This means that the same digital

tool can work differently in different cultures . This is an important reminder for marketing researchers that digital behaviour isn't just about technology; it's also about culture and society (Hofstede et al., 2010; Ajzen, 1991) .

The review also mentions Telegram. Most research on digital marketing focuses on Western platforms. However, this article demonstrates that Telegram plays a significant role in the digital ecosystem of Uzbekistan and Central Asia as a whole (DataReportal, 2023; Ministry of Digital Technologies of Uzbekistan, 2020). It lets people talk to each other, share content, and help businesses all at the same time. This means that future research should look more closely at platform diversity and not assume that all digital ecosystems have the same media habits.

The results support several recommendations previously articulated in the source article. Marketers should focus on short, interactive content, especially on mobile-first platforms. They should build trust before trying to turn attention into sales. They should work with influencers who seem trustworthy and easy to relate to, and they should change their messages to fit the culture and language of the area. Campaigns work better when they take into account the social context of the people they want to reach, not just when they use fancy advertising formats (Djafarova & Rushworth, 2017; Hajli, 2019; Tafesse & Wood, 2021).

Tabel 5. Practical Recommendations for Digital Marketing in Uzbekistan

Strategic Areas	Directions	Reasoning for Article Findings
Konten visual dan pendek	Prioritize TikTok , Instagram Reels , YouTube Shorts , and native Telegram content .	Generation Z shows the highest response to visual , interactive , and short-form content .
Bangun kepercayaan	Use transparent brand messages, social proof, and consistent communication.	Trust and authenticity repeatedly emerge as central determinants of purchase response.
Kolaborasi influencer	Prefer relatable creators and micro-influencers over overly polished celebrity campaigns .	Credibility and relatability strengthen purchase intention .

Optimasi mobile	Design content and conversion paths for smartphone users .	Most young users access digital platforms through mobile devices .
Relevansi budaya	Use local language, cultural references, and familiar social situations .	Collectivist norms and community influence shape consumer evaluation in Uzbekistan .

Source: processed by the author, 2026

The discussion section of the source article also makes it clear that the theory and method can still be improved. A significant portion of the evidence obtained thus far originates from cross-sectional surveys and studies conducted outside of Central Asia. We need to do more long-term, qualitative, and direct research in Uzbekistan to learn more about how digital behaviour changes over time and how different platforms affect trust, engagement, and the desire to buy things in local markets.

DISCUSSION

Overall, the discussion reinforces the idea that Uzbekistan should not be treated as merely a smaller version of a Western digital market. Its cultural logic, platform habits, and trust structures make it a distinct environment. Because of that distinctiveness, direct empirical research in Uzbekistan would not only support local managerial practice but also contribute new knowledge to the international literature on digital marketing and Generation Z (World Bank, 2023; Hofstede et al., 2010). The practical recommendations of the article can also be understood as a sequence. To get people's attention, brands need to make content that is visually interesting, works on mobile devices, and is appropriate for the platform. Second, they need to keep their credibility by using a real voice, clear messaging, and creators who people can relate to. Third, they need to get people to validate each other through comments, reviews, and participation from other users. Finally, they need to use easy, dependable, and useful routes to the area to make sales from engagement. This order fits in with the rest of the review and makes sure

that the marketing plan is in line with what real customers do (Hajli, 2019; Shahbaznezhad et al., 2021).

This information is especially helpful for Uzbekistan because trust is still important in online business, and payment security and e-commerce habits may still be getting better. If people are still scared to buy things online, marketers need to do more to make things clear. Reviews, suggestions, visible community interaction, and communication that is culturally familiar can help build trust (Lim, 2015; World Bank, 2023). The article says that Uzbekistan's digital marketing plan should only have one goal: to get people to notice it and trust it.

The article also talks about how to find the right balance between talking to people and using automated systems. Data, targeting, and algorithmic personalisation are becoming more and more important in digital marketing. But the studies that were looked at show that having advanced technology doesn't always mean that people will be more interested. Young people still respond to content that feels real, emotionally relevant, and personally trustworthy. supports the broader Marketing 4.0 argument that digital systems should be combined with human values rather than replace them (Kotler et al., 2017; Chaffey & Ellis-Chadwick, 2019).

The review further suggests that platform ecology matters. The same campaign format may produce different results across TikTok, Instagram, YouTube, and Telegram because each platform has its own style of interaction, pace of content consumption, and expectation of authenticity. Generation Z tends to recognize when content does not fit platform culture. This means that successful digital

marketing requires adaptation not just at the level of message but also at the level of format, rhythm, and community behavior (Duffett, 2020; Tafesse & Wood, 2021).

The article's theoretical contribution is not limited to summarizing prior studies. It also shows that looking at technology acceptance, social influence, and emotional response all at once can help us better understand how people use digital marketing. Generation Z does not respond to digital marketing just because a platform is there or a message is sent out a lot. Response emerges when the platform is easy to use, the message is socially meaningful, and the content creates a positive internal reaction. This integrated reading strengthens the argument that digital consumer behavior is multi-dimensional (Ajzen, 1991; Davis, 1989; Mehrabian & Russell, 1974; Venkatesh et al., 2003).

CONCLUSION

This study shows that digital marketing has a big impact on how people from Generation Z in Uzbekistan behave. The most effective strategies are those built around visual and interactive content, influencer credibility, social proof, and trust. Short videos, user-generated content, and recommendations from peers or trusted online figures consistently show stronger effects than

direct or intrusive advertising. The findings also indicate that the local context matters. In Uzbekistan, collectivist cultural values, interpersonal trust, and the unique function of Telegram enhance the social integration of digital marketing responses.

The study enhances the existing body of knowledge by systematically organising the literature and highlighting the scarcity of research focused on Central Asia. It also says that future research should look more closely at Uzbekistan, get more real-world data from local consumers, and see how well global digital marketing theories work in digital spaces that aren't in the West. The main advice for professionals is clear: campaigns aimed at Uzbekistan's Generation Z should be real, work on mobile devices, be relevant to the culture, and be designed to get people involved in a meaningful way instead of interrupting them.

As a practical suggestion, firms should not assume that visibility alone produces persuasion. Effective performance depends on the combination of platform fit, trust, social endorsement, and cultural relevance. For future researchers, the article indicates a strong need for Uzbekistan-based studies that can validate or refine the current conclusions with direct evidence from local consumers, local platforms, and local digital behavior.

REFERENCE

- Arya, V., Sethi, D., & Verma, H. (2018). Are emojis fascinating brand value more than textual language? Mediating role of brand communication to SNS and brand attachment: An insight from India. *Corporate Communications*, 23(4), 648–670. <https://doi.org/10.1108/CCIJ-03-2018-0036>
- Braun, M. R., Walton, P., Beck, S. B. M., & London, W. (2016). Illustrating the relationship between the coefficient of performance and the coefficient of system performance by means of an R404 supermarket refrigeration system. *International Journal of Refrigeration*, 70, 225–234. <https://doi.org/10.1016/j.ijrefrig.2015.10.020>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3, 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Coelho, A., Bairrada, C., & Peres, F. (2019). Brand communities' relational outcomes, through brand love. *Journal of Product and Brand Management*, 28(2), 154–165. <https://doi.org/10.1108/JPBM-09-2017-1593>
- Dewa, C. B., & Safitri, L. A. (2021).

- Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, 12(1), 65–71. <https://doi.org/10.31294/khi.v12i1.10132>
- Duffett. (2020). sustainability The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. *Sustainability (Switzerland)*. <https://doi.org/10.3390/su12125075>
- Gao, Y., & Liu, H. (2023). Artificial intelligence-enabled personalization in interactive marketing: a customer journey perspective. *Journal of Research in Interactive Marketing*, 17(5), 663–680. <https://doi.org/10.1108/JRIM-01-2022-0023>
- Hendrayati, H., Achyarsyah, M., Marimon, F., Hartono, U., & Putit, L. (2024). The Impact of Artificial Intelligence on Digital Marketing: Leveraging Potential in a Competitive Business Landscape. *Emerging Science Journal*, 8(6), 2343–2359. <https://doi.org/10.28991/ESJ-2024-08-06-012>
- Hendrayati, H., Achyarsyah, M., Pradana, M., Mahphoth, M. H., & Syahidah, R. K. (2025). Revisiting literature on women entrepreneurs and religiosity: a bibliometric analysis. *Cogent Business and Management*, 12(1). <https://doi.org/10.1080/23311975.2024.2446703>
- Icek Ajzen. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.
- Ikatrinasari, Z. F., Tyas, S. K., Cahyana, B. J., & Purwanto, P. (2020). Development of Digital Marketing Strategy in the Education Industry. *International Review of Management and Marketing*, 10(4), 63–67. <https://doi.org/10.32479/irmm.10023>
- Kim, S. C.-O. & J. H. (2022). Exploring the dimensions of media brand trust: a contemporary integrative approach. *Journal of Media Business Studies*, 27(1), 109–135. <https://doi.org/10.1080/0965254X.2018.1466828>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition* (15e Global, Vol. 15E). Pearson. <https://doi.org/10.1080/08911760903022556>
- Kottler. (2017). Marketing. In *Organizacija* (Vol. 6, Issue 1).
- LEAVY, P. (2019). Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches. In *THE GUILFORD PRESS* (Vol. 11, Issue 1).
- Luo, Z., & Zheng, S. (2023). Analysis on Nikes Marketing Strategies Based on 4C Theory. *Advances in Economics, Management and Political Sciences*, 36(1). <https://doi.org/10.54254/2754-1169/36/20231808>
- Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060502>
- Nathan Posdakoff. (2015). Effects of message, source, and context on evaluations of employee voice behavior. *Journal of Applied Psychology*, 83(1), 853–868. <https://doi.org/10.1007/s10869-010-9197-y>
- Nimatov, D., & Imamova, D. (2021). Impact of the coronavirus pandemic on the aviation industry in Uzbekistan. *Общество И Инновации*, 2(5/S), 289–293. <https://doi.org/10.47689/2181-1415->

- vol2-iss5/s-pp289-293
- O'g'li, U. O. M. (2025). Uzbekistan In The Smart Tourism Market: Digital Marketing And. *TLEP – International Journal of Multidiscipline*, 2(3).
- Obitovich, K. M. (2022). DIGITAL MARKETING IN UZBEKISTAN. *Asian Journal of Research in Business Economics and Management*, 12(5), 2020–2021.
<https://doi.org/10.5958/2249-7307.2022.00053.6>
- Rakhmonova, N. (2023). The role of digital marketing and technology on international tourist arrivals to Uzbekistan. *Frontier of Global Science*, 3(1), 12–15.
- Sevgi AYDIN. (2024). THE IMPORTANCE OF DIGITAL MARKETING AND TECHNOLOGY IN UZBEKISTAN. *Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi (ASEAD)*, 11(3), 0–2.
- Shahzad, M. F., & Xu, S. (2024). ChatGPT awareness, acceptance, and adoption in higher education: the role of trust as a cornerstone. *International Journal of Educational Technology in Higher Education*, 21(46).
<https://doi.org/https://doi.org/10.1186/s41239-024-00478-x>
- Trunfio, M., & Rossi, S. (2021). Conceptualising and measuring social media engagement: A systematic literature review. *Italian Journal of Marketing*, 2021(3), 267–292.
<https://doi.org/10.1007/s43039-021-00035-8>
- Ubaydullo Xoshimjonov. (2023). Marketing Strategy Transformation in Uzbekistan: A Case Research of Digital Integration and SME Growth. *Innovation Diffusion*, 2021, 2021–2024.
- Xiong, Z., Li, P., Lyu, H., & Luo, J. (2021). *From Gen Z, Millennials, to Babyboomers: Portraits of Working from Home during the COVID-19 Pandemic*.
<http://arxiv.org/abs/2101.06762>
- Yusuf, R., Hendrayati, H., Veranita, M., Agustina, G., & Pramanik, N. D. (2021). The Influence Of Price, Promotion and Marketing Event On Customers' Repurchasing Decision Of Flashy Products. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, 7(1), 141–153.
<https://doi.org/10.21070/jbmp.v7i1.1324>