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Effect of Promotional Exposure on Malaysian Generation Z Shopping Tourism Revisit Intention

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Abstract - This study investigates the extent to which promotional communication exposure—through social media promotions, influencer endorsements, short-form content, and save/share prompts—predicts revisit intention among Malaysian Generation Z (Gen Z) shopping tourists. Guided by the Stimulus–Organism–Response (S–O–R) model, the study used a cross-sectional online survey (N = 200) to measure promotional exposure and stated revisit intention, followed by bivariate correlation and simple linear regression analyses. The results indicate a clear positive association: greater exposure to targeted digital promotions was associated with stronger intentions to return for shopping, suggesting that promotional stimuli may operate through cognitive (awareness and perceived savings) and affective (interest) pathways. However, the findings are tempered by the cross-sectional design, reliance on self-reported intentions, convenience sampling, and modest internal consistency for some scales; therefore, causality and translation into actual behaviour remain to be established. Future research should employ longitudinal designs to test perceived monetary value and establish causal links between exposure and observed revisit behaviour. In practice, managers should prioritise platform-appropriate, value-oriented promotions, including short-form video, micro-influencers, and time-limited deals, with clear save/share calls to action (CTAs) and trackable codes to convert exposure into visits. Socially, affordable and ethical promotional practices may broaden youth participation. The study's originality lies in isolating promotional exposure as a single predictor within an S–O–R framing of Malaysian Gen Z shopping tourism.

1. INTRODUCTION

Generation Z (Gen Z) represents an increasingly significant emerging segment

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within the shopping tourism market, making an examination of their behavioural intentions both relevant and timely. Shopping tourism, defined by shopping as a primary motive or a major planned activity during travel, has emerged as a critical pillar of destination competitiveness and tourism consumption worldwide. In Malaysia, shopping consistently accounts for a large share of domestic tourism expenditure, underscoring its economic importance to local destinations and retailers (DOSM, 2020). However, the landscape of destination marketing is undergoing a seismic shift. Traditional advertising is increasingly being supplanted by a fragmented, algorithm-driven digital environment, particularly among Gen Z, aged 18–28. As "digital natives," Gen Z does not merely consume content; it is an active participant whose travel and consumption decisions are profoundly shaped by continuous exposure to social media promotions, influencer narratives, and short-form video content.

Previous studies have established that promotional communication influences consumers' purchasing behaviour, particularly through online promotions and influencer-generated content (Qing et al., 2024; Asyraff et al., 2023). In tourism research, factors such as perceived monetary value, experiential attributes, and promotional strategies have also been examined in relation to tourist satisfaction and purchasing behaviour (Abidin & Mahdzar, 2021). Although broader research has explored the role of social media and influencer marketing in tourism (Wang & Iahad, 2025), limited empirical attention has been given to promotional exposure as a direct predictor of revisit intention, particularly among Gen Z shopping tourists.

Specifically, the extent to which tourists' frequency of exposure to and attention toward promotional deals, influencer endorsements, and shareable content translates into an intention to revisit remains insufficiently established. This gap limits destination marketers' understanding of whether digital promotional exposure can generate tangible repeat visitation. Guided by the Stimulus–Organism–Response (S-O-R) framework (Widaningsih & Putranto, 2025), this study therefore aims to empirically examine the direct relationship between promotional exposure and revisit intention among Malaysian Gen Z shopping tourists, thereby providing theoretical clarity and practical insights into converting digital promotional reach into repeat tourism visits.

This study is an exploratory pilot investigation designed to isolate the specific impact of promotional exposure on revisit intention. Given the multifaceted nature of tourism decision-making, which is typically influenced by numerous antecedents, this research intentionally adopts a focused, single-variable scope. This design choice aims to establish a clear, empirical baseline for understanding the direct predictive power of digital promotional stimuli among Malaysian Gen Z. While this approach limits the model's broader predictive complexity, it provides the necessary foundational clarity to justify and inform more expansive, multivariate research in future studies.

2. LITERATURE REVIEW

While initial research designs for tourism behavioural models often explore multiple antecedents, this study intentionally adopts a focused scope. By isolating 'Promotional Communication Exposure' as the primary independent variable within the S-O-R framework, this research aims to provide theoretical clarity on how digital promotional reach; specifically it translates into revisit intention, without the confounding effects of multiple predictors.

2.1 Stimulus–Organism–Response

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The S-O-R framework serves as the foundational basis for this study. The S-O-R was originally derived from environmental psychology and widely used in tourism and consumer research. The framework explains how external cues (stimuli) influence internal processing (organism) and subsequent behavioural responses (response) (Azman et al., 2025). In the context of shopping tourism, promotional communications (stimulus) can affect responses regarding revisit intention (response). This study focuses on the critical organism phase, examining how Gen Z processes these digital stimuli to form revisit intentions.

The S-O-R model has also been applied in shopping tourism research to explain tourists' behavioural decision-making (Said et al., 2024). Within this framework, based on articles published in academic journals indexed in Scopus and Web of Science databases between 1979 and 2021, Said et al. (2024) found that environmental and retail-related factors, such as store environments, price discounts, and cultural influences, function as stimuli (S) that shape tourists' internal cognitive and affective evaluations, including satisfaction, perceived value, and positive affect, which represent the organism (O). These internal evaluations subsequently influence behavioural outcomes, such as purchasing behaviour and destination revisit intention, representing the response (R). This application demonstrates the relevance of the S-O-R framework for explaining how external shopping-related stimuli can translate into tourists' behavioural intentions.

2.2 Heuristic Processing: Why Gen Z Relies on Promotional Cues

The influence of promotional exposure on Generation Z (Gen Z) can be further understood through Dual-Process Theory, which distinguishes between systematic and heuristic information processing. As digital natives exposed to substantial volumes of online information, Gen Z consumers may rely on heuristic cues to evaluate destinations efficiently rather than engaging in extensive information processing. Promotional cues, including influencer endorsements, limited-time offers, engagement indicators, and shareable content, can therefore function as cognitive shortcuts for assessing destination attractiveness (Widaningsih & Putranto, 2025). In this context, promotional exposure may facilitate decision-making by transforming digital information into more immediate evaluations and behavioural intentions.

Wang and Iahad (2025) similarly highlighted the increasing role of social media and influencer marketing in shaping Gen Z travel choices and shopping behaviour. Short-form content on platforms such as TikTok and Instagram, together with influencer endorsements, can influence younger tourists' destination interest and travel-planning behaviour, particularly when promotional content communicates attractive deals or perceived value. Nevertheless, limited research has specifically isolated Promotional Communication Exposure as a single predictor of Revisit Intention, particularly within the Malaysian shopping-tourism context. This gap provides the rationale for the present study.

Trust and attitude may also constitute important internal processes through which digital information influences Gen Z consumer responses. Chin et al. (2024) found that brand recognition and service quality contribute to trust, which subsequently strengthens positive attitudes and booking intentions among Gen Z consumers. As digital natives, Gen Z generally expect basic platform usability; therefore, tourism platforms need to emphasise organisational credibility, transaction security, and reliable service quality to strengthen trust and convert favourable attitudes into purchasing behaviour (Chin et al., 2024).

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However, because the present study specifically examines the direct relationship between Promotional Communication Exposure and Revisit Intention, these broader organismic variables are acknowledged as relevant theoretical mechanisms but are not included as empirical predictors in the current research.

2.3 Promotional Exposure as Social Proof and FOMO

Promotional exposure has become an important mechanism through which Gen Z obtains, evaluates, and responds to tourism-related information. Unlike conventional advertising, promotional communication on social media is embedded in influencer recommendations, short-form videos, user-generated content, online reviews, and peer-shared posts. Recent studies indicate that influencer characteristics and digital content can shape Gen Z consumers' perceptions and tourism intentions (Hussain et al., 2025), while TikTok and other social media platforms increasingly influence the travel-related intentions of younger consumers (Fong et al., 2025). Thus, promotional exposure is particularly relevant to Gen Z because it occurs within their everyday digital environments and through sources they frequently engage with.

Beyond its informational function, promotional content also provides social validation. Influencer-led content on platforms such as TikTok and Instagram can create "social proof," whereby individuals interpret others' behaviours as cues for appropriate or desirable actions (Wang & Iahad, 2025). This effect is particularly relevant to Gen Z, as viral shopping content may trigger fear of missing out (FOMO), transforming a discount or promotional offer into an indicator that a destination is trending or socially desirable. Consequently, the shareability and social visibility of promotional content may be as influential as the promotional value itself.

Social interaction further strengthens this effect. Likes, comments, shares, and saves enable promotional messages to circulate through peer networks, increasing repeated exposure and reinforcing perceptions of a destination's attractiveness. In shopping tourism, such exposure may be associated with discounts, seasonal campaigns, events, new products, and limited-time offers, thereby sustaining destination awareness and encouraging consideration of future visits. Promotional exposure may also generate emotional responses, including excitement, curiosity, and FOMO. Attractive visuals, influencer endorsements, and time-sensitive offers can enhance psychological engagement and message memorability (Hussain et al., 2025). Therefore, promotional exposure should be conceptualised not simply as the frequency of encountering advertisements, but as a multidimensional process involving information, social influence, emotional stimulation, and digital engagement. For Malaysian Gen Z shopping tourists, these combined mechanisms may enhance destination awareness and strengthen revisit intention, providing a basis for examining promotional communication exposure as a determinant of intention to revisit shopping tourism destinations.

2.4 The Interplay of Experience, Value, and Promotion

The role of experiential attributes in shaping revisit intention has traditionally been examined through physical destination characteristics, such as mall ambience, retail variety, entertainment, and service quality. However, the increasing integration of digital media into tourism decision-making suggests that these attributes may no longer function solely as direct predictors of revisit intention. Instead, they may operate through consumers' perceptions of value, which are

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increasingly shaped by digital promotional exposure. For Gen Z, promotional content encountered through social media can serve as an initial interpretive filter through which physical destination experiences are anticipated and evaluated (Truong & Bui, 2025). When promotional content establishes strong expectations of value, the destination's experiential attributes may subsequently be evaluated against those expectations. This highlights the growing importance of digital framing in shaping how consumers perceive and respond to physical tourism experiences.

This perspective is further supported by Hasan et al. (2026), who reviewed 79 peer-reviewed publications over a 10-year period from 2015. Their findings indicated that the integration of artificial intelligence, digital marketing, and integrated marketing communication has emerged as a powerful strategy for enhancing visitor experiences. The findings reinforce the argument of Truong and Bui (2025) that promotional communication extends beyond information provision, influencing how young tourists perceive a destination's value and attractiveness.

Evidence from multichannel shopping also demonstrates the potential interaction between promotional communication and consumer experience. In Pakistan, Iqbal et al. (2025) examined online and physical shopping behaviour and found that the positive influence of these shopping experiences on repurchase intention was strengthened when sales promotions were applied. This finding suggests that promotional incentives can enhance the behavioural outcomes associated with both digital and physical shopping experiences.

Collectively, these studies indicate that promotional communication should not be viewed as separate from experiential attributes. Rather, it can shape expectations, reinforce perceived value, and strengthen the behavioural effects of consumers' experiences. For Gen Z shopping tourists, therefore, promotional communication exposure represents a potentially important independent predictor of revisit intention, particularly within an increasingly integrated online–offline tourism environment.

2.5 Research Gap

Although Gen Z has become an increasingly important consumer segment, existing research on digital promotional communication remains fragmented, particularly in relation to tourism and revisit behaviour. Recent studies have primarily examined how Gen Z responds to specific promotional formats and message characteristics. For example, Marumbwa and Govender (2025) found that personalisation, credibility, interactivity, and media richness positively influence Gen Z's attitudes towards promotional messages on instant messaging platforms, whereas perceived irritation and invasiveness contribute to advertising avoidance. However, their study was geographically and contextually limited to a specific regional setting and focused on instant messaging promotions, restricting the generalisability of its findings to other digital channels and tourism contexts. Its cross-sectional design also provides limited insight into behavioural outcomes beyond immediate attitudes.

Similarly, Yahya (2024) highlighted Gen Z's scepticism towards traditional, push-based advertising and identified authenticity, transparency, and social proof as important elements of effective digital promotion. However, as a systematic literature review, the study synthesised secondary evidence rather than empirically testing these relationships among specific Gen Z subgroups. Consequently, regional, cultural, and contextual variations remain

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insufficiently addressed.

Furthermore, tourism studies have generally examined promotional activities alongside broader marketing-mix factors (Wang & Iahad, 2025; Azman et al., 2025), leaving limited empirical evidence on the independent effect of promotional communication exposure on revisit intention. In particular, this relationship remains underexplored among Malaysian Gen Z shopping tourists. Addressing this gap, the present study isolates promotional communication exposure as the primary independent variable within the S-O-R framework and empirically examines its predictive effect on revisit intention. Accordingly, the study proposes:

H1: Promotional communication exposure has a significant positive effect on revisit intention among Malaysian Gen Z shopping tourists.

Figure 1 below presents the framework of this study.

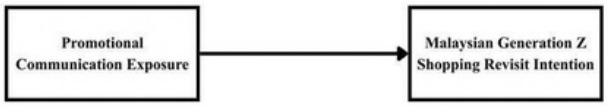

Figure 1. Conceptual Framework

3. METHODOLOGY

3.1 Research Design and Approach

This study employed a quantitative, cross-sectional survey research design to empirically examine the relationship between Promotional Communication Exposure and Revisit Intention. A quantitative approach was selected to provide objective, numerical evidence of the predictive power of promotional stimuli, which was appropriate for establishing generalisable patterns within the Malaysian Gen Z shopping tourism market. The cross-sectional design was particularly suited to this exploratory pilot study, as it allows for the collection of data at a single point in time, facilitating an efficient assessment of consumer attitudes and behavioural intentions among a mobile and dispersed population.

Conceptually, this study is grounded in the S-O-R framework. Originally derived from environmental psychology, the S-O-R model posits that external environmental cues (stimuli) influence internal cognitive or affective states (organism), which subsequently manifest in approach or avoidance behaviours (response). In this investigation, Promotional communication exposure functions as the "Stimulus," while revisit intention represents the "Response." By framing the study within this model, the research moves beyond descriptive observation to provide a theoretically justified examination of how digital marketing inputs translate into behavioural outcomes.

3.2 Population and Sampling Strategy

The target population for this study comprised Malaysian Gen Z residents, specifically those aged between 18 and 28. This cohort was selected due to their status as digital natives, characterised by high levels of digital literacy and an active engagement with social commerce, which makes them the primary demographic for the digital promotional strategies under investigation. The inclusion criteria required participants to have prior shopping-tourism experience—defined as having visited malls, outlet centres, duty-free outlets, or retail precincts within the preceding 12 months.

Given the mobile nature of this demographic and the challenges of accessing a statistically representative list of all Malaysian Gen Z tourists, a non-probability purposive sampling strategy was employed. This approach is widely accepted in social science research involving digital-first

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cohorts, as it enables targeted recruitment of respondents with the specific characteristics (age and tourism experience) required to provide valid data (Saunders et al., 2019). The data were collected via a structured, self-administered online questionnaire disseminated through university networks and various social media platforms, including Instagram, TikTok, and Facebook, to ensure broad reach within the target demographic.

3.3 Sample Size and Justification

The study achieved a total of 200 usable responses. This sample size is statistically robust for the proposed analysis. According to Green (1991), the recommended minimum sample size for regression analysis is governed by the formula $N \geq 50 + 8m$. With a single-predictor model, this study easily exceeds the minimum threshold. Furthermore, Hair et al. (2009) suggest that a minimum sample size of approximately 200 is adequate for obtaining stable parameter estimates in multivariate analyses. The subjects-to-variables ratio (10:1 or higher) has been satisfied, ensuring that the results possess sufficient statistical power to minimise the risk of Type II errors and to provide a stable foundation for the reliability and regression analyses conducted.

3.4 Research Instrument

The questionnaire was developed based on validated instruments to ensure content validity. Promotional Communication Exposure was adapted from Qing et al. (2024), incorporating items that capture exposure frequency, attention to content, influencer endorsements, the utility of promotional deals, and digital engagement behaviours such as saving, sharing, or bookmarking. Revisit Intention was measured using established scales that assess future travel plans and the likelihood of returning to the shopping destination. All items were measured using a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree), which provides a balanced range for respondents to express their attitudes without the complexity of larger scales.

To ensure clarity and suitability, the instrument underwent a pilot test involving three participants who met the inclusion criteria. The pre-test served as a quality-assurance measure to identify and rectify wording ambiguities, assess the average completion time (targeted at 5–10 minutes), and verify the questionnaire's flow. Minor linguistic refinements were made based on this feedback to ensure uniformity in item construction and to align the terminology with the linguistic conventions familiar to Malaysian Gen Z.

3.5 Data Analysis Procedure

Data analysis was performed using IBM SPSS (Version 27). The procedure began with systematic data screening; the dataset was inspected for missing values and inconsistent responses. Where minor missingness occurred and was found to be random, mean-within-scale imputation was utilised to preserve the integrity of the dataset.

Descriptive statistics (means and standard deviations) were used to profile the respondents' demographic characteristics and to provide an overview of variable levels. Internal consistency reliability was verified using Cronbach's alpha; given the exploratory nature of this pilot study, an alpha value approaching or exceeding the 0.60 -- 0.70 threshold is considered acceptable (Nunnally & Bernstein, 1994). Pearson correlation analysis was conducted to establish the direction and strength of the association between the independent and dependent variables. Finally, simple linear regression was executed to test the primary research hypothesis (H1). The analysis adhered to ethical standards, including obtaining informed consent, guaranteeing respondent anonymity, and

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ensuring participation was entirely voluntary.

4. FINDINGS AND DISCUSSION

4.1 Demographic Profiles

This study surveyed 200 Malaysian Gen Z tourists, aged 18–28, with a gender-balanced sample (50.5% male, 49.5% female). Participants demonstrated moderate purchasing power, with 32.5% reporting monthly allowances of RM2,000–2999. Regarding shopping tourism 1–2 times annually, frequently purchasing souvenirs, local products, apparel, and vintage items. Domestic travel remains central to this cohort, with 58.5% citing Malaysia as their most recent shopping destination and 64.5% identifying it as their favourite. These results illustrate a clear preference for value-oriented, culturally distinctive shopping experiences, highlighting the dominance of domestic tourism within the travel patterns of Malaysian Gen Z.

Table 1. Respondent demographic profile

Demographic Variables	Questions Items	Frequency	Percentage
A1. Gender	Male	101	50.5
	Female	99	49.5
A2. Age	18-20	57	28.5
	21-23	54	27
	24-26	43	21.5
	27-28	46	23
A3. Total Monthly Allowance	<RM1,000	36	18
	RM1,000–1999	51	25.5
	RM2,000–2999	65	32.5
	≥RM3,000	48	24
A4. Shopping Tourism Frequency	1–2 times	107	53.5
	3–5 times	61	30.5
	More than 5 times a year	32	16
A5. Types of items frequently purchased	Souvenirs & Local Products (crafts, local merchandise, traditional items)	63	31.5
	Apparel (clothes, footwear, bags)	48	24
	Vintage / Second-hand / Merchandise / Bargain items	42	21
	Accessories & Beauty (accessories, jewelry, beauty products)	25	12.5
	Food & Snacks (local snacks, light meals)	22	11
	Home / Decoration / Tools / Electronics	5	2.5
	None / No preference / Anything	5	2.5
A6. Most recent shopping destination	Domestic	117	58.5
	Asia	40	20
	Europe	24	12
	North America	8	4
	South America	5	2.5
	Africa	3	1.5
	Oceania	3	1.5
A7. Favourite Shopping Destination	Domestic	129	64.5
	Asia	28	14
	Europe	25	12.5
	North America	8	42.5
	South America	5	1.5
	Africa	3	1
	Oceania	2	

4.2 Reliability and Descriptive Analyses

Mean levels of promotional exposure and revisit intention were high on the five-point scale, indicating frequent exposure and a strong stated propensity to revisit. Cronbach's alpha coefficients for promotional exposure and revisit intention were .626 and .640, respectively. Given the exploratory nature of the study, these values were interpreted cautiously; item-level results are presented in

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Table 2.

Table 2. Reliability analysis result

Variables	Number of Items	Cronbach's alpha
IV - Promotional Exposure	5	0.626
DV - Revisit Intention	5	0.640

Next, based on the five-point Likert scale, promotional exposure had an overall mean of 4.22, indicating that respondents were high levels of exposure to and engagement with online promotional content (see Table 3). Social media exposure and influencer endorsements were perceived as important sources of information when planning shopping-related trips. This reflects the digitally driven behaviour of Gen Z tourists.

Table 3. Descriptive analysis result (promotional exposure)

Promotional Exposure	Mean	Std. Deviation
D1. Exposure to social media posts (e.g., TikTok, Instagram) showcasing deals or discounts for this destination encouraged interest in shopping there.	4.32	0.844
D2. Influencer posts or endorsements influenced my decision to consider this shopping trip.	4.13	0.831
D3. Online promotional information is typically reviewed before planning a shopping-related trip.	4.23	0.781
D4. Promotional content made this trip seem like a good money-saving opportunity.	4.20	0.813
D5. Online promotional content about this destination is often saved, shared, or bookmarked for later reference when shopping for offers.	4.26	0.827
Total	4.22	0.819

Note. Five-point Likert-type scale: 1 = strongly disagree, 5 = strongly agree.

Furthermore, based on the five-point Likert scale, revisit intention recorded a high overall mean of 4.27, suggesting strong future behavioural intentions toward shopping destinations. The highest means were observed for intention to revisit within the next 12 months (M = 4.38), indicating a high likelihood of repeat visits driven by shopping opportunities.

Table 4. Descriptive analysis result (revisit intention)

Revisit Intention	Mean	Std. Deviation
E1. I intend to visit this shopping destination within the next 12 months.	4.38	0.818
E2. I am likely to choose this destination for shopping because it offers good value.	4.23	0.823
E3. I plan to make a dedicated trip primarily for shopping to this destination.	4.19	0.804
E4. I am likely to include this destination in my future travel plans because of its shopping offerings.	4.24	0.785
E5. I would consider returning to this destination specifically for shopping in the future	4.34	0.787
Total	4.27	0.803

Note. Five-point Likert-type scale: 1 = strongly disagree, 5 = strongly agree.

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Table 5. Pearson correlation result

Independent Variable	Dependent Variable(Revisit Intention)
Promotional Exposure	.532

Table 6. Significant 2-tailed result

Variables	Sig. (2-tailed)
Promotional Exposure (IV) with revisit intention (DV)	< .001

For this digitally engaged Gen Z sample, promotional exposure functions as an effective stimulus that elevates revisit intention; possibly because promotions convey clear monetary benefits (discounts, bundle deals) and generate social signals (shareability). In practice, promotional messaging that is platform-fit (short-form video, influencer micro-influencer collaborations), value-explicit, and includes “save/share” calls to action (CTAs) is most likely to convert exposure into planned revisits, which aligns with the studies by Azman et al. (2025) and Wang and Iahad (2025).

4.3 Hypothesis Testing

Simple linear regression analysis was conducted to examine the relationship between Promotional Communication Exposure and Revisit Intention. The results revealed a statistically significant positive effect ($p < .001$), providing empirical support for H1. This finding indicates that greater exposure to promotional communication is associated with stronger intentions to revisit shopping destinations among digitally engaged Gen Z tourists. The result further suggests that promotional communication functions as an important stimulus within the S-O-R framework, translating digital promotional cues into behavioural intentions. Accordingly, the findings highlight the importance of strategically designed digital promotional activities, particularly social media promotions and influencer-generated content, in encouraging revisit intention among Gen Z shopping tourists.

5. DISCUSSION

The positive relationship between promotional exposure and revisit intention ($p < .001$) suggests that digital marketing is associated with revisit intention for Malaysian Gen Z shopping tourism. This finding can be interpreted when viewed through the lens of the respondents' demographic characteristics, specifically their financial profiles and consumption patterns. Based on the demographic profile collected in this study, a majority of respondents (56.5%) report a monthly allowance of RM2,000 or more, suggesting this cohort has reasonable disposable income. However, the high receptivity to promotional content; such as time-limited deals and value-oriented messaging, indicates that these individuals are "value-conscious" rather than "price-insensitive." For this demographic, promotional exposure functions as a cognitive tool that validates their purchasing decisions. They may use digital promotions to maximise their "value for money," transforming a standard shopping trip into a "smart" or "strategic" experience that aligns with their financial planning.

The demographic results also indicate a preference for visually distinctive product categories. The heavy preference for Souvenirs/Local products (31.5%), Apparel (24%), and Vintage/Bargain items (21%) highlights a consumer base driven by aesthetic and cultural value. These categories are highly visual and trend-sensitive, which may help explain the relevance of the "Stimulus" phase in the S-O-R framework.

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Digital promotions, specifically short-form videos and influencer content on platforms like TikTok and Instagram, are well suited to showcase these specific item categories. The content allows Gen Z to pre-visualise their shopping experience, effectively bridging the gap between digital discovery and physical acquisition.

Through the S-O-R lens, this study demonstrates that the digital environment functions not merely as an information source but as an experiential filter for Malaysian Gen Z shopping tourists. Promotional content on platforms such as Instagram and TikTok can provide a virtual preview of products, particularly visually and tactilely appealing items such as local crafts, apparel, and vintage finds. When promotional stimuli effectively communicate these offerings, they may enhance awareness, attractiveness, and interest, thereby strengthening the intention to revisit. This finding aligns with recent evidence that influencer endorsements, social campaigns, and social-commerce features can stimulate younger travellers' intentions to visit or revisit shopping destinations (Asyraff et al., 2023; Hasan et al., 2026; Iqbal et al., 2025; Qing et al., 2024).

Although isolating Promotional Communication Exposure as the sole predictor enhanced analytical clarity and enabled a focused examination of its relationship with Revisit Intention, this approach also represents a limitation. The exclusion of other potentially relevant factors may not fully capture the complex, multifaceted nature of tourists' decision-making about revisiting. Furthermore, the cross-sectional design, reliance on self-reported intentions, convenience sampling, and relatively modest internal consistency of some measurement items limit the generalisability and comprehensiveness of the findings. Accordingly, the results should be interpreted with appropriate caution. The discussion and conclusions presented in this study, therefore, reflect preliminary empirical evidence rather than definitive proof of the factors determining shopping-tourism revisit intentions among Malaysian Gen Z tourists. Future studies should incorporate additional predictors, broader samples, and longitudinal designs to provide a more comprehensive understanding of revisit intentions.

6. CONCLUSION AND IMPLICATIONS

This study demonstrates that promotional exposure serves as a predictor of revisit intention among Malaysian Gen Z shopping tourists, confirming that targeted digital stimuli significantly influence future travel behaviour. By isolating this variable within the S-O-R framework, the research advances understanding of digital-first tourism, establishing promotional communication as a critical cognitive and affective catalyst for repeat visitation. Managerially, retailers should prioritise platform-specific strategies, such as short-form content and micro-influencer partnerships, that are integrated with explicit, value-oriented messaging. The use of trackable promotional mechanisms, including unique codes and QR check-ins, may help to bridge the gap between digital exposure and tangible visits. At a policy level, tourism authorities should facilitate collaborative initiatives, such as unified campaign windows or student shopping weeks, and support influencer-led storytelling that emphasises affordability. Further investment in digital infrastructure, such as centralised promotional portals, will enhance the credibility and traceability of these efforts. In conclusion, promotional communication exposure represents a testable marketing factor for destination marketers. While this study provides foundational evidence, future research should extend designs to further examine potential causal relationships and explore the interplay between promotional exposure and other experiential drivers.

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