



Structured Abstracts of 'Sustainable Marketing' session

The Role of Artificial Intelligence in Sustainable Food Supplement Product Development

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Background and introduction: In the food supplement market, sustainable product innovation, continuous development, the introduction of new products, and the regular renewal of flavour profiles are essential for maintaining competitiveness and responding to evolving consumer preferences. This study explores the potential of artificial intelligence (AI)-based methods to support and enhance product development and marketing processes within the food supplement industry. By identifying the key milestones of traditional product development workflows, the research examines how existing AI-driven software solutions can be effectively integrated into these stages to improve efficiency, foster innovation, and enhance product quality.

Objective: The role of AI in sustainable food sustainable product development is an emerging research topic. Thus, the purpose of the paper is to develop a conceptual framework for developing market-oriented, AI-enabled products in a more sustainable and data-driven manner, and support that with practical use cases.

Methodology: The analysis is based on a conceptual framework developed by the author's based on a systematic literature review. The empirical research consist of practical use cases, highlighting the potential applications of AI across the product innovation lifecycle—from idea development to marketing strategy formulation.

Results: This article focuses on food supplement manufacturing, specifically on innovations in the new product development process, emphasizing the role of artificial intelligence-based opportunities. Industrial digitalization is emerging as a key pillar of competitiveness, as it significantly contributes to improving production sustainability and efficiency—an especially critical factor in a globalized world facing population growth and resource constraints. In the food industry, various applications AI are increasingly gaining ground, opening up new opportunities for optimizing both production and development processes. The findings provide valuable insights for industry stakeholders and policymakers seeking innovative, scalable, and future-ready solutions in the field of dietary supplements.

Conclusions: The findings of this study suggest that adopting an AI-driven approach in the development and commercialization of food supplements holds considerable potential for enhancing both product success and operational efficiency, thus sustainability. The integration of AI—whether partial or full—into processes such as trend analysis, data-driven formulation, and marketing strategy development can streamline decision-making and support more targeted, adaptive solutions. As digital transformation continues to shape the food industry, the use of intelligent, automated tools may offer a competitive advantage for companies seeking to stay relevant and innovative in a fast-changing market.

Limitations and future research directions: This study is the first of its kind, laying the foundations for a number of subsequent research projects. While the limitation of this paper is that only a few dozen AI-enabled solutions have been investigated so far, the aim is to continue the research and explore the potential for integrating the rapidly evolving new technologies.

Keywords: industry 4.0, digital transformation, innovation, new product development



Analyzing Customer Behavior and Enhancing Business Performance with Artificial Intelligence: IT Issues and Practical Implementation

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Background and introduction: Understanding customer behavior is essential for improving business outcomes, especially in the increasingly competitive insurance market. Artificial Intelligence (AI) has become a key enabler in analyzing vast amounts of customer data, uncovering patterns, and generating actionable insights. While there is extensive literature on AI-supported data analysis techniques, applications tailored specifically to the unique characteristics of the insurance industry remain limited.

Objective: This paper aims to identify and evaluate AI-based approaches that can be effectively applied to study and understand customer behavior in the insurance sector. The goal is to bridge the gap between technical AI methodologies and the domain-specific requirements of insurance analytics.

Methodology: A comprehensive literature review was conducted to assess existing AI techniques relevant to customer behavior analysis, with a focus on those adaptable to insurance-specific challenges. The study also involved analyzing the IT and data characteristics of the insurance domain, such as decision-making under uncertainty, partially quantifiable customer actions, and statistically driven risk events. The paper further proposes practical implementation strategies using open-source tools in the Python ecosystem.

Results: The study presents an overview of AI methods suitable for modeling customer behavior in the insurance industry, highlighting their strengths and limitations. It also outlines how these tools can be integrated into IT systems to support decision-making and business strategy. Specific emphasis is placed on the practical feasibility of such implementations using free and widely accessible technologies.

Conclusions: AI has strong potential to transform customer behavior analysis in the insurance market by providing scalable, data-driven insights. However, success depends on aligning AI capabilities with the statistical nature of insurance data and the behavioral complexities of customers. By leveraging open-source tools and adopting domain-specific strategies, insurers can enhance both operational efficiency and customer understanding.

Limitations and future research directions: The analysis is constrained by the availability of publicly documented case studies and real-world datasets in the insurance field. Future work should focus on validating the proposed methods through empirical studies, exploring hybrid AI techniques tailored to the insurance context, and developing domain-specific frameworks that further align IT capabilities with the complexities of customer behavior in insurance.

Keywords: artificial intelligence, machine learning, natural language processing, supervised-unsupervised learning, customer behavior



The Dynamics of Influence: Content Marketing through Digital Influencers

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Background and introduction: Influencer marketing has become one of the most dynamic and rapidly evolving areas in modern marketing, driven by collaborations between brands and digital content creators. As social media continues to shape consumer behaviour, both real and virtual influencers are playing an increasingly prominent role in digital communication.

Objective: Influencer marketing is one of the most dynamically evolving areas in contemporary marketing, with collaborations between brands and content producers constantly adapting to current trends. The objective of this study is to make a comparison between the social media activities of a popular Hungarian content producer (WhisperTon) and a virtual influencer (Aitana Lopez) and to explore their impact on consumers.

Methodology: Three methodologies were employed in the research study. Firstly, qualitative and quantitative online content analysis investigated WhisperTon and Aitana Lopez's activities (November 2023 – February 2024). Then, an interview survey explored attitudes of Generation Z towards virtual influencers (n=6). Finally, an online survey assessed consumer attitudes towards influencer marketing (October 2024, n=111). Thematic analysis processed the qualitative data and the Excel statistical software package

Results: WhisperTon's content was more active on both platforms, while Aitana Lopez's posts had more comments. WhisperTon is more credible and trustworthy, while Aitana's content is innovative. Human values and authenticity are still key on social media. Virtual influencers will become more prominent. Generation Z favours real influencers because of authenticity, but is also open to new experiences with virtual influencers.

Conclusions: The most important part of influencer marketing is creating content that feels natural and is accepted by all. It is vital to make sure that there is no harm caused by people trying to be perfect in front of the camera. It is recommended that companies work with influencers who are able to share positive messages and encourage people to watch online videos. It is very important to educate young people so they can think critically and understand what healthy content looks like.

Limitations and future research directions: This study has a narrow timeframe and focuses on two influencers, limiting the findings. The qualitative sample and survey numbers may not fully represent Generation Z. Future research should include a broader range of influencers and a larger sample. Extending the study period would help capture evolving trends in influencer marketing. Using experimental methods and exploring virtual influencers' platform-specific and ethical aspects could provide deeper insights.

Keywords: influencer marketing, virtual influencers, social media strategy, authenticity



Sustainable marketing in agri-food business: a brand development strategy in the context of digital transformation

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Background and introduction: In the face of globalization, climate change, and growing demands for environmental responsibility, sustainable marketing in agriculture is gaining critical importance. It goes beyond traditional goals, considering long-term environmental, social, and economic impacts. The study aims to develop strategies for sustainable brand development of agricultural products to enhance consumer trust and support the sustainable growth of agribusiness.

Objective: The purpose of the study is to develop recommendations for the formation of sustainable marketing strategies for agri-food businesses, with an emphasis on the development of the agricultural and food product brand in the context of digitalization and growing environmental awareness of consumers.

Methodology: The research applies systems analysis to explore marketing trends in agribusiness and uses synthesis to integrate theories of sustainable marketing and brand management. Comparative analysis examines branding practices in Ukraine and the EU. Cause-and-effect and factor analyses identify links between brand development and marketing effectiveness, as well as key factors influencing consumer demand for agricultural products.

Results: The research applies systems analysis to explore marketing trends in agribusiness and uses synthesis to integrate theories of sustainable marketing and brand management. Comparative analysis examines branding practices in Ukraine and the EU. Cause-and-effect and factor analyses identify links between brand development and marketing effectiveness, as well as key factors influencing consumer demand for agricultural products.

Conclusions: The proposed toolkit allows agri-food business to more effectively formulate sustainable marketing strategies adapted to modern challenges. Taking into account the social and environmental context in brand management processes contributes to increasing consumer trust, strengthening competitive positions in the market, and supporting the sustainable development of the enterprise.

Limitations and future research directions: The main limitation of the study is the general nature of the proposed models, which require adaptation to the specifics of individual sub-sectors of the agricultural sector. Further research should focus on developing sectoral and regional sustainable marketing strategies, as well as studying the impact of digital tools on sustainable consumer behavior in the agricultural sector.

Keywords: sustainable marketing, agribusiness, agricultural products, brand, brand development strategy, marketing management, consumer

Digital Food Rescue and Consumer Typologies: A Q-Methodology Approach

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Background and introduction: Our study explores the diverse subjective perspectives of Generation Z consumers in Hungary toward food rescue applications and their broader food-related behaviors using Q methodology. As food waste becomes a critical environmental and social issue, digital tools like food rescue apps have emerged as innovative solutions. However, adoption depends on complex individual factors including sustainability values, digital habits, and trust in technology.

Objective: The aim of the research was to uncover and categorize the varying viewpoints within Generation Z in Hungary regarding the use of food rescue applications, and to understand how these perspectives relate to broader food practices and concerns.

Methodology: A structured Q-sort procedure with theoretically grounded statements was conducted, revealing four distinct consumer typologies. Each group embodies a unique constellation of values concerning sustainability, digital engagement, trust in food technologies, and openness to novelty.

Results: Findings demonstrate that while sustainability is a shared concern, especially regarding packaging waste, consumer motivations and practices vary significantly. For instance, some participants avoid food rescue apps due to routine-based cooking habits or concerns over reliability, while others embrace them as tools for exploration and ethical consumption.

Conclusions: The study contributes to a nuanced understanding of food-related behavior by highlighting the interplay between individual aspects, (digital) food practices, and ecological values. These insights can inform targeted policy and communication strategies aimed at promoting food rescue technologies and reducing waste.

Limitations and future research directions: Future research could expand to include more diverse demographic groups and longitudinal trends to track changes in attitudes over time. Further exploration into how cultural and social contexts influence these typologies would also be valuable.

Keywords: Q methodology, food rescue apps, food waste, sustainability, consumer behavior, Generation Z



"Sustainability in Practice: Understanding the Intention-Behavior Gap Among Middle-Class Consumers in Lucknow"

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Background and introduction: We observe a discrepancy between the attitude and the actual behavior of the consumers. This is "attitude-behavior gap." To save our ecosystem this gap has to be closed. The main research questions are: (1) How conscious are the middle class consumers in Lucknow about sustainability and ethical consumption? (2) What main elements explain the discrepancy between knowledge and sustainable buying behavior? (3) How may this gap be closed and action-oriented sustainable consumption encouraged?

Objective:

1. To find out how conscious urban middle-class Lucknow consumers are of sustainability and responsible consumption.
2. To compare consumers' intentions with their actual practices on sustainable living.
3. To find the structural and personal obstacles stopping customers from turning awareness into environmentally friendly behavior.
4. To investigate how sociocultural elements influence environmentally friendly consumer behavior.
5. To investigate how peer behavior affects sustainability.

Methodology: The method is analytical—to pinpoint elements causing behavioral changes—as well as descriptive—to gauge degrees of awareness. Data are gathered using a cross-sectional time frame. Targeting urban middle-class Lucknow residents aged 18–45, the survey is stratified random depending on income and age. Primary technique of data collecting is a structured questionnaire survey; optional in-depth interviews follow. With Cronbach's alpha score was 0.84, the dependability of research instrument proved

Results: Information gathered from 200 Lucknow middle-class urban consumers offers insightful analysis of present behavioral trends, perceived obstacles, and possible incentives for sustainable living. Results expose a clear difference between awareness and behavior. Of the respondents, an astounding 85% said they knew about problems with sustainability and responsible consumption. This disparity emphasizes how insufficient awareness by itself is to inspire environmentally friendly purchasing behaviour.

Conclusions:

Theoretical Results

1. Validated Intent-Behavior Gap
2. Impact of Socio-Demographic Elements
3. Forecasters of Ecological Behavior
4. Communication and social influence roles

Practical Findings

1. Obstacles to Sustained Consumption
2. Value of Reliable Brands
3. Designed Interventions for Important Groups
4. Using Social Impact

Significance

1. Filling up Sustainability's Intention-Behavior Gap
2. Contextual understanding from a population under researched
3. Evidence-Based Finding

Limitations and future research directions:

1. Investigating regional differences in sustainable consumer behavior by means of comparative studies among several urban categories—tier 1 tier 2, and rural areas of India.
2. Design Using Longitudinal Research
3. Behavioral Interventions Experimentally: Future studies can help create causal evidence by evaluating strategies including influencer marketing, eco-labeling, and pricing incentives using field tests or randomized controlled trials.
4. Incorporation of more psychographic variables.

Keywords: Consumers, awareness, intention, action, behavior gap, sustainable development, responsible consumption, purchase behavior

Table for AI - Exploring Consumer Acceptance Toward Artificial Intelligence in Restaurant Experiences

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Background and introduction: Digital technologies, particularly AI, are significantly reshaping restaurant operations and guest experiences globally. This study explores Hungarian consumers' acceptance and attitudes toward AI-based restaurant solutions, addressing a notable research gap.

Objective: This study aims to investigate the underlying reasons for consumer acceptance or resistance to artificial intelligence (AI)-based technologies in Hungarian restaurants, providing insights into consumer preference groups and acceptance factors. Given the increasing adoption of AI technologies in hospitality, understanding these attitudes is critical for strategic management and successful technology integration.

Methodology: A mixed-method design combining qualitative in-depth interviews with consumers (n=20) and Q-methodology was applied. Data were analyzed using PQMethod software to systematically classify consumer typologies based on subjective attitudes toward AI.

Results: Preliminary results reveal distinct consumer groups varying in AI acceptance. Key factors include perceived utility, trust, human interaction desire, and anthropomorphic design. Personalized AI recommendations were highly valued, while resistance arose around authenticity concerns.

Conclusions: Consumer acceptance of AI in restaurants depends significantly on emotional and experiential factors. Effective AI integration requires balancing technology with human elements, emphasizing trust-building and EQ-focused change management strategies for improved adoption.

Limitations and future research directions: Limitations include geographic restriction to Hungary and small qualitative sample. Future research should encompass broader demographics, cross-cultural analysis, and longitudinal studies to deepen understanding and generalizability of AI acceptance patterns.

Keywords: Artificial Intelligence, Hospitality, Consumer Acceptance, Q-methodology, Restaurants, Digitalization



Supply Chain Transparency as a Marketing Differentiator in Healthcare: Advancing Responsible Consumption and Production under SDG 12

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Background and introduction: Adoption of sustainable and ethical policies is important. Consistent with SDG 12 (Responsible Consumption and Production), the paper investigates how open healthcare supply chains might improve customer behavior, brand trust, and support of sustainability objectives.

Research Questions:

1. How do healthcare companies convey supply chain transparency?
2. Does openness affect healthcare customer choice and confidence?
3. In what way does supply chain openness fit SDG 12 in marketing strategies?

Objective: Objective is to investigate how supply chain openness functions as a strategic marketing strategy in the healthcare industry and looks at how openness is communicated, how it affects customer trust and decision-making, and how it fits into marketing driven by sustainability.

- To examine how supply chain openness is communicated in healthcare companies.
- To find out how openness affects consumer confidence and medical decisions.
- How marketing strategies match supply chain openness with SDG 12

Methodology: This work employs a mixed-method approach. Semi-structured qualitative interviews with healthcare professionals and a quantitative consumer survey investigate how supply chain transparency influences marketing, trust, and fits with SDG 12. Stratified random sampling and intentional sampling. Data interpreted by both statistical analysis and theme analysis. Structured questionnaire, interview guide are the research tools Statistics to investigate link between transparency practices and responses.

Results: According to the survey, sustainability reports, digital platforms, and product labeling are the main means of supply chain openness used by healthcare institutions. Transparency greatly increases customer confidence and shapes the decisions on healthcare services. Customers more brand loyal to companies with easily available supply chain data. Marketing plans including supply chain openness directly relate with SDG 12 and encourage responsible consumption. Supply chain openness strategic tool.

Conclusions: Supply chain openness is crucial to building consumer confidence in the healthcare industry. It guides companies to promote ethical behaviors and responsible consumption in line with SDG 12, therefore supporting sustainable marketing in line with long-term competitive advantage.

Practical Findings: Strong consumer trust is built by health care organizations who have supply chain transparency.

Theoretical Findings: Supply chain transparency integrates sustainability into Consumer Behavior models

Limitations and future research directions: Future studies could solve constraints by increasing generalizability by including different geographic areas and healthcare environments, therefore strengthening the sample. Longitudinal research might look at how consumer behavior changes with supply chain openness over time. More study of digital transparency tools and their use in various cultural settings is required. Deepening knowledge would come from looking at how third-party certifications and regulatory systems may help to improve.

Keywords: Transparency in supply chains, consumer trust, healthcare marketing, responsible consumption, SDG 12, sustainability, ethics



Integration of Artificial Intelligence in the Strategic Branding Process

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Background and introduction: In recent years, there have been fundamental changes in the marketing field due to the rapid development of artificial intelligence (AI). With the increasing availability of advanced digital tools, this is also significantly changing the way companies approach building and managing their brand. In an increasingly competitive digital environment, it is therefore imperative for businesses to seek innovative and effective methods that enable them to increase visibility.

Objective: This paper analyses the use of AI in strategic branding in several key areas: generating brand names and logos, creating personalised content, automated interaction through chatbots, predictive trend analysis or optimising campaigns based on data analytics. At the same time, it also addresses issues of creativity - it explores how AI tools can support creative processes without replacing the human factor, but instead expanding the capabilities of teams working on brand creation.

Methodology: The methodological framework of this paper is primarily based on a qualitative research approach with a focus on the case study method. The main objective was to gain a deeper understanding of the concept of AI in marketing practice, to explore the possibilities of its use in strategic branding and to identify practical implications for SMEs.

Results: The main findings show that the deployment of AI tools significantly accelerates and streamlines the process of brand creation and management. Automating routine marketing tasks with AI can reduce content preparation time by up to 40%, while increasing both the consistency of visual communication and the accuracy of customer targeting. AI enables better personalisation of marketing campaigns and higher customer engagement rates as it can analyse large volumes of data.

Conclusions: Research has confirmed that AI plays an important role in optimizing branding processes and brings practical value to businesses of all sizes. However, the best results were achieved when AI tools were combined with human creativity and strategic thinking, with AI serving as a support for original ideas. The results of this paper highlight the importance of linking theoretical knowledge with practical recommendations and provide guidance on how to effectively implement AI in marketing.

Limitations and future research directions: Limitations of the research and paper are the subjectivity of the qualitative analysis and the limited number of case studies. Further research should include more extensive quantitative exploration and deeper analysis of the impact of AI on the emotional aspects of a brand.

Keywords: Artificial Intelligence (AI), Marketing, Strategic Marketing, Brand



Understanding Gen Z's purchase intentions towards green apparel: Evidence from CEE countries

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Background and introduction: This study explores the factors influencing Gen Z women's purchase intentions towards green apparel in Central and Eastern Europe, a context largely understudied. It builds on the Knowledge-Attitude-Behaviour (KAB) framework, examining how knowledge, attitudes, and social norms shape decisions, and how perceptions of greenwashing might alter these effects.

Objective: The research aims to identify and analyze the key determinants of Gen Z female consumers' purchase intentions towards green apparel in selected CEE countries, and to assess the moderating role of greenwashing perceptions in these relationships.

Methodology: A web-based survey was conducted among 464 Gen Z female respondents from Slovakia, Czech Republic, Slovenia, and Lithuania. Constructs were measured using validated multi-item scales. PLS-SEM analysis was used to assess reliability, validity, structural paths, and moderation by greenwashing perception.

Results: Attitudes had the strongest direct effect on purchase intentions, followed by social norms and knowledge. Greenwashing perceptions weakened the positive link between attitudes and purchase intentions. The model explained 40.4% of the variance in purchase intentions, and 16.4% in attitudes.

Conclusions: The study confirms attitudes, social norms, and knowledge as key drivers of green apparel purchase intentions among Gen Z women. Greenwashing undermines these effects, highlighting a trust issue. Findings provide practical insights for marketers, policymakers and educators promoting sustainable fashion and sustainable consumer behaviour.

Limitations and future research directions: The study's convenience sample and regional scope limit generalizability. Future research should include broader demographics, test longitudinal effects, and explore other potential drivers and moderators, such as trust or perceived behavioral control, to enhance model explanatory power.

Keywords: CEE countries, Gen Z, greenwashing, green apparel, KAB framework, moderation, PLS-SEM, purchase intentions, social norms



Influencers dug their own grave – Exploring the “deinfluencing” phenomenon

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Background and introduction: In recent years, influencer marketing has become one of the most dominant online marketing strategies, especially on social media platforms, such as Instagram and TikTok. Nevertheless, the emergence of “deinfluencing” – a counter-movement that challenges excessive consumption and manipulative promotion – reflects a deeper transformation in consumer expectations. The present study explores the growing demand among Generation Z users for transparency, authenticity and value-based messaging.

Objective: The objective of this study is to explore the emergence of the deinfluencing trend among students from Széchenyi István University and to assess whether the internationally observed shifts in consumer behaviour are also present in a local context. The study also aims to understand the motivations behind influencer scepticism and explore how these changing attitudes influence purchasing decisions within the digital environment.

Methodology: A qualitative research design was employed utilising focus group interviews with 27 participants, primarily students in engineering programmes at Széchenyi István University. The composition of the groups was determined by the number of participants and their international backgrounds (one group was conducted in English). Each session lasted 35 minutes, during which participants shared their experiences regarding influencer content, purchasing habits and critical perspectives on social media.

Results: Participants showed strong awareness of influencer marketing tactics and often questioned the credibility of sponsored content. Many preferred friends’ recommendations or detailed reviews over influencer endorsements. Deinfluencing was seen as a way to resist manipulation and make informed choices. Examples included avoiding products due to overexposure or perceived inauthenticity, signalling a shift towards more selective, critical consumption habits.

Conclusions: The findings reveal that deinfluencing is not a temporary trend but signals deeper changes in the values of Hungarian Generation Z consumers. This group increasingly rejects superficial marketing, showing a strong preference for authenticity, peer trust, and transparency in digital communication. The study highlights the importance for marketers to adapt their strategies to meet the evolving expectations of a more critical, informed, and socially conscious consumer base.

Limitations and future research directions: The study’s limitations stem from its non-representative sample, mainly male engineering students, making it unsuitable to generalize to all Gen Z consumers. Future research should include more diverse genders and academic fields. Using a mixed-method and longitudinal design could yield deeper insights into how deinfluencing evolves and reshapes trust and credibility in digital marketing.

Keywords: deinfluencing, Generation Z, social media, consumer behaviour, influencer marketing