A Role of Influencer Marketing in Shaping Consumer Preferences for Fashion & Lifestyle Product: A Study Based on Review of Literature

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Abstract

This study looks at how consumer preferences and purchasing behavior for fashion and lifestyle goods are influenced by influencer marketing. The study is totally dependent on secondary data gathered from scholarly publications, research articles, and peer-reviewed journals. It highlights important influencer elements that affect consumer trust and emotional connection, including credibility, authenticity, content quality, engagement, and platform usage. Consumer preferences, such as brand awareness, fashion interest, and lifestyle orientation, are subsequently influenced by these mediating factors, which in turn influence purchase intentions and actual purchasing behavior. According to the results, influencer strategies that are genuine, captivating, and aesthetically pleasing improve digital consumer engagement, fortify brand loyalty, and favorably influence fashion and lifestyle industry decision-making.

Keywords: Influencer Marketing, Consumer Preferences, Buying Behaviour, Fashion Products, Lifestyle Products, Consumer Trust

1. Introduction

In recent years, influencer marketing has become one of the most significant digital marketing tactics, especially in the fashion and lifestyle goods industry. Customers are depending more and more on influencers for product knowledge, trend awareness, and advice about purchases due to the quick expansion of social media sites like Facebook, Instagram, and YouTube. In their comprehensive analysis of Indian research, Kanaveedu and Kalapurackal (2022) shown that customer sentiments, purchase intention, and brand loyalty are strongly influenced by influencer reputation, knowledge, and attractiveness. Their research offers a solid theoretical framework for comprehending how influencer traits affect customer choices in the fashion and leisure industries.

Numerous studies highlight the significance of influencing efforts tailored to a particular platform. According to Sudha et al. (2022), young customers' buying decisions are strongly impacted by genuine narrative, product demos, and interactive interaction on YouTube and Instagram. In support of this, Topalova (2021) showed that Millennials and Gen Z are heavily influenced to embrace promoted fashion trends by visually appealing and lifestyle-oriented influencer material. Jain (2025) also noted that customer preferences, brand perception, and fashion trends are all significantly influenced by social media exposure.

Influencer involvement and authenticity have been extensively covered in recent literature. In a cross-national study, Chaudhary et al. (2024) found that purchase intention and brand memory are strongly predicted by authenticity, visual appeal, and content consistency. In a similar vein, Awati et al. (2024) and Arya et al. (2024) observed that online purchasing decisions in the fashion and cosmetics sector are greatly influenced by influencer engagement quality and interactive communication. Additionally, Migkos (2025) found a favorable correlation between customer trust and online purchase intention and better engagement metrics like likes, comments, and story interactions.

The efficacy of influencer marketing is found to be significantly mediated by consumer trust and emotional connection. According to Kadam (2021), micro-

influencers foster more trust and better parasocial ties with local audiences. Transparency and authenticity lower consumer mistrust and increase confidence in influencer marketing, according to Shukla (2023). Influencer-driven digital interaction significantly influences customer attitudes and purchasing behavior in urban and semi-urban marketplaces, according to studies by Tanwar et al. (2021), Bishnoi and Anand (2025), and Das (2025).

The current study is to investigate how influencer marketing shapes consumer preferences and purchasing behavior for fashion and lifestyle items, based on a thorough examination of national and international literature. In order to create a thorough picture of influencer marketing success, the study incorporates insights from other empirical investigations and is fully dependent on secondary data.

2. Objective of the Study

1. To study the role of influencer marketing in shaping consumer preferences for fashion and lifestyle products.

2. To analyze how influencer-related factors such as trust, emotional connection, and engagement influence consumer buying behavior.

3. Research Methodology

All of the data used in this study is secondary. Information about influencer marketing and consumer behavior has been gathered from published research papers, scholarly journals, internet databases, conference proceedings, and reputable websites. National and international research on fashion and lifestyle items, consumer preferences, influencer credibility, trust, and engagement are included in the evaluated literature. To find trends, connections, and important insights about the impact of influencer marketing on customer preferences and purchasing behavior, descriptive analysis of the gathered secondary data was conducted.

4. Conceptual Framework
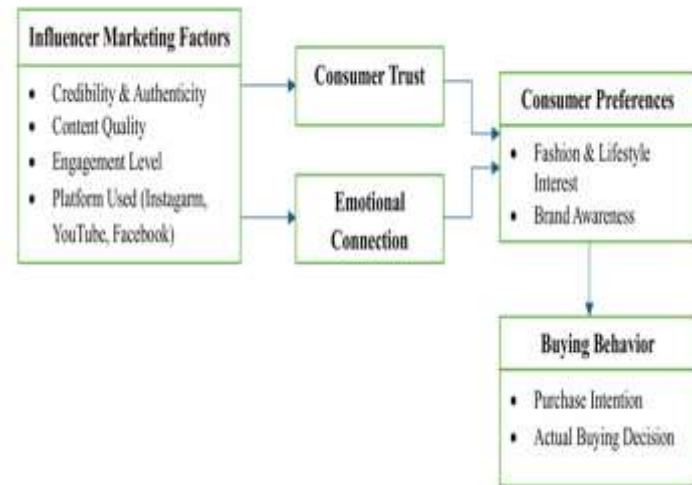
4.1. Influencer Marketing Factors

Influencer reputation, authenticity, content quality, degree of interaction, and use of platforms like Facebook, YouTube, and Instagram are all important aspects of influencer marketing. Influencers who are seen as reliable, informed, aesthetically pleasing, and consistent are more successful in influencing customer attitudes and views, according to a wealth of literature. According to Kanaveedu and Kalapurackal (2022), the three main factors that determine an influencer's efficacy are credibility, expertise, and beauty. In a similar vein, Chaudhary et al. (2024) and Awati et al. (2024) discovered that in fashion and lifestyle marketing, regular posting, visual appeal, and authentic content greatly improve customer engagement and brand memory.

4.2. Consumer Trust

The degree of faith that customers have in influencers and the companies they support is known as consumer trust. Transparency, truthful evaluations, ethical sponsorship disclosure, and consistent influencer behavior all contribute to the development of trust. According to Shukla (2023), trust in influencer marketing is directly strengthened by decreased customer skepticism and improved transparency. Kadam (2021) went on to say that because of their relatability and stronger parasocial bonds with followers, micro-influencers foster more trust. Influencer suggestions are more likely to be accepted when there is high trust, which also favorably affects customer preferences and buy intent.

4.3. Emotional Connection

The psychological and emotional link that exists between influencers and customers is known as emotional connection. Influencers evoke strong emotions in their audience through direct communication, lifestyle sharing, personal experiences, and storytelling. Topalova (2021) showed that visually appealing material and aspirational lifestyle portrayals encourage emotional connection, particularly among Millennials and Gen Z customers. According to Tanwar et al. (2021) and Bishnoi and Anand (2025), emotional engagement improves brand attitudes, boosts customer involvement, and promotes receptivity to items advocated by influencers.

4.4. Consumer Preferences

Fashion interest, lifestyle orientation, brand awareness, and brand liking are examples of consumer preferences. Through constant exposure to carefully chosen fashion trends, brand narratives, and ideal lifestyles, influencer marketing influences these preferences. Regular influencer partnerships greatly increase brand recognition and brand recall in the clothing industry, according to Chauhan (2022). Jain (2025) further noted that fashion trends and customer style preferences are significantly influenced by social media influencers. Preference formation is substantially reinforced by the trust and emotional connection that influencers foster.

4.5. Buying Behaviour

Purchase intention and actual purchasing decisions are examples of the ultimate consumer action that is represented by buying behavior. Influencer marketing influences consumer behavior by lowering perceived risk, boosting product familiarity, and offering social proof through engagement indicators. Migkos (2025) found a favorable correlation between the intention to make an online purchase and the number of likes, comments, and interactions. According to Das (2025) and Arya et al. (2024), influencer-driven interaction has a major impact on customers' decision-making when it comes to fashion and lifestyle purchases.

5. Findings

According to the report, influencer marketing has a big impact on customer preferences and purchasing decisions for fashion and leisure goods. The development of fashion interest, lifestyle orientation,

and brand recognition is mediated by key influencer elements including trustworthiness, authenticity, content quality, engagement level, and platform utilization, which cultivate consumer trust and emotional connection. Customers that are exposed to genuine, eye-catching, and regularly updated influencer material exhibit more purchase intents and real purchasing choices. The body of current research supports these conclusions: Credibility is emphasized by Kanaveedu and Kalapurackal (2022), storytelling is emphasized by Sudha et al. (2022), content consistency is emphasized by Chaudhary et al. (2024), trust and emotional bonding are emphasized by Kadam (2021) and Shukla (2023), and the impact of engagement on consumer behavior is confirmed by Chauhan (2022) and Migkos (2025).

6. Conclusion

The study comes to the conclusion that influencer marketing is an effective strategy for influencing customer preferences and purchasing patterns for lifestyle and fashion goods. The growth of fashion interest, lifestyle orientation, and brand recognition is mediated by consumer trust and emotional connection, which are greatly enhanced by influencer-related criteria including trustworthiness, authenticity, content quality, engagement level, and platform utilization. Purchase intention is strengthened and real purchasing decisions are encouraged when consumers are exposed to regular, genuine, and visually appealing influencer material. The results emphasize the need for platform-specific engagement and smart influencer partnerships to create enduring customer connections, improve brand loyalty, and successfully impact digital consumer behavior in the fashion and leisure industry.

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