

Influence Beyond the Feed the Role of Social Media Influencers in Shaping Fashion Identity and Purchase Decisions of Gen Z

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Abstract

Influencers via social media have become a potent tool in influencing consumer behavior; especially that of generation Z who are keen users of online platforms to get fashion advice and product details. The paper will explore the effect of influencer credibility, authenticity, and content in the purchase behavior of Gen Z buyers of clothes. The primary data were obtained using a structured questionnaire as the approach to quantitative research, which provided 306 valid responses. The research examines the connection between the influencer traits and consumer attitudes towards the apparel products and the role of influencer trendy in the lifestyle decision-making and using fast fashion products. The results show that perceived authentic, relatable, and trustworthy influencers can influence the attitudes of Gen Z to fashion brands and positively influence their purchase intentions. Moreover, influencer posts lead to hasty purchases and influence the purchasing patterns among younger customers. The study is informative to marketers and fashion companies in terms of strategy formulation that can be used to attract the Gen Z market segment through influencer marketing.

Keywords: *Social Media Influencers, Generation Z, Influencer Credibility, Purchase Decision, Fast Fashion, Consumer Behaviour, Influencer Marketing, Apparel Consumption.*

1. Introduction

The emergence of social media has changed how consumers learn, appraise and buy goods, and especially in the fashion industry. Instagram, Tik Tok, and YouTube are platforms that have made it possible to have social media influencers who are important in the consumer perception and preference. Influencers are the opinion leaders who share information about the product, personal experiences, and popularize fashion trends to his / her followers. This has made influencer marketing a popular trend among brands to reach younger audiences, and in particular, Generation Z, which spends much time on the internet [1].

The so-called generation z, members of which are typically people born around the middle of the 1990s and the early 2010s, is one of the most digitally connected consumer segments. This is a generation driven by the social media on gathering information, entertainment and lifestyle ideas. The content of influencers has the potential to be more authentic, relatable, and trustworthy, unlike typical advertisement, which makes it more efficient in changing consumer attitudes and purchase intentions. It has also been identified that Gen Z customers tend to believe the recommendations of influencers they follow than traditional brand advertising, which makes influencer marketing a potent instrument when it comes to influencing their purchasing decisions [2].

The fashion and apparel sector is one of the areas where the influencers have a considerable impact on defining the clothing trends and tastes of the personal style among Gen Z shoppers. By providing outfit suggestions, styling inspo, product reviews and videos of fashion haul, influencers establish a close bond with their followers and most times persuade them to follow suit their lifestyle and style of dressing. The authenticity, credibility and the perceived expertise of the influencers is critical in whether consumers are going to develop positive attitudes towards products advertised. Therefore, influencer endorsements have the capability to have a significant effect on the intentions to buy clothing and help to boost the growing popularity of fast fashion in young consumers [3].

Even though the significance of influencer marketing is increasing, the question about authenticity, credibility, and commercialization of influencer material remains a topical issue. Most consumers have doubts about the genuineness of influencers promoting the products they do because they are endorsing them to gain financial rewards. Thus, it is significant to investigate the role that influencer credibility, authenticity, and influencer-product fit play in Gen Z consumers in the perception and purchases. The purpose of the study is to determine how influencers in social media can influence the purchasing behavior of Generation Z when it comes to clothing and the impact of trends promoted by influencers on lifestyle and spending habits of the fast-fashion market [4].

2. Literature review

The fast growth of social media sites has greatly changed the marketing approaches especially in the fashion sector where influencers are instrumental in influencing consumer attitudes and buying behaviors. Influencer marketing enables brands to establish a more personal and relatable connection with the audience than is the case of traditional advertising. Bhalla (2025) emphasized that influencers on social media have a strong influence on the purchase decision of the Generation Z in various platforms especially Instagram and YouTube where trust and relatability is contributing to the consumer interest [1]. On the same note, Alam, Arevin, and Herman (2025) highlighted that the influencer communication establishes more emotional ties with the followers, thus influencing behaviors and attitudes toward purchasing products among Gen Z urban consumers [2]. Misron et al. (2024) also believed that authenticity, ethical communication, and perceived credibility are the key elements of Gen Z purchasing behaviour in the online space [3]. According to Jain (2024), along with the impact on buying behavior, influencer marketing corresponds to other values of Gen Z, among which are sustainability and cultural sensitivity, which would result in brand trust and engagement [4].

These reports have also aimed at examining how visual contents and personalized suggestions influence the purchase decisions that are related to fashion. Kapoo and Pandey (2024) have discovered that visual content promoted by influencers, such as an outfit post, a product demonstration, and so forth, has a strong impact on consumer preferences among ready-made garments [5]. Puspita and Handayani (2024) proved that Instagram influencer endorsements have a significant impact on the decisions of Gen Z consumers when it comes to purchasing a product because they improve brand recognition and confidence [6]. As observed by Nair and Kumar (2024), fashion influencers encourage fashion trends in the world and sustainable fashion behaviors, which eventually change the consumer attitudes towards fashion and lifestyle [7]. Berezina and Semrad (2025) also note that content relevance and influencer credibility are significant factors in improving consumer involvement, especially by using a visual short-form content platform like Tik Tok and Instagram Reels [8].

Psychological and social factors of influencer marketing which prompt consumer-related behaviors among the Generation Z have also been examined with results indicating that creativity, attractiveness, and effort are key traits of influencer personality that drive consumer trust and buying behavior, specifically when related to fashion-related purchases [9]. In reference to the fact that the influencer culture has disrupted the contemporary marketing landscape, Pitafi and Awan (2024) stressed that influencing culture has led to the development of the genuine digital community where the followers grow to have more faith in the influencer recommendation than in the conventional advertising message [10]. According to Srivastava (2025), influencer marketing can be applied to increase consumer engagement by featuring content that one can relate to and which appeals to the lifestyle and preferences of Gen Z consumers [11]. On the same note, Yadav (2025) found that influencer endorsements had a significant effect on the purchase likelihood as opposed to conventional advertisements, and this suggests the compounding effect of digital platforms on consumer decision-making [12].

Besides confidence and genuineness, exposure to social media also contributes largely to the trend and consumer expenditure pattern in the fashion industry in young consumers. According to Kowsalya (2025), the generation Z consumers are very sensitive to the trends in social media that influence their fashion choices and lead to high demand of in-style and fast-fashion items [13]. As Erwin, Saununu, and Rukmana (2023) emphasized, lifestyle reviews and product recommendations by influencers influence consumer behavior and drive people of the most technologically advanced and constantly evolving generation to buy products [14]. Li (2025) also concluded that influencer marketing is a key way in which a significant percentage of Gen Z consumers learn about new products, highlighting the significance of real content in influencing buying behavior [15]. The same authors came to the conclusion that the

credibility of the sources, attractiveness, and product congruence are also among the factors that may influence buying intentions towards fashion products promoted by influencers (Fakhriah and Anggarawati, 2024) [16].

In addition, other reports have discussed the extended social and behavioral consequences of influencer marketing in young customers. It has been pointed out by Gupta, SenGupta, and Bhattacharjee (2025) that influencer marketing and electronic word-of-mouth, in general, influence the choice of purchases among Gen Z consumers, especially in fashion [17]. The authors state that the content creators of social media are the mediators between the brands and consumers, and their impact is enormous on the purchasing decisions and attitudes towards the brand [18]. Purvi and Shrivastava (2025) have also discovered that the effect of emotional relations and trust by influencers enhances responsiveness to fashion and beauty products among consumers in Gen Z [19]. Likewise, Kaur (2025) observed that the frequency of exposure to the content of the influencers as well as the emotions and perceived authenticity have a significant effect on the consumer behavior of young consumers and reinforce brand loyalty [20].

Altogether, the current literature shows that social media influencers have an important impact on the fashion preferences, consumer attitudes, and buying behavior of the generation z. Such influencer factors as authenticity, credibility, relatability, and emotional involvement are repeatedly found to be the primary factors affecting the Gen Z purchasing behavior. Nevertheless, although the positive results on influencer marketing are increasing, more empirical research is needed to learn how these aspects influence clothing buying behavior and financial expenditure habits of Gen Z consumers in particular.

3. Research Methodology

Research methodology is the organized procedure of gathering, examining, and interpreting data to provide the answers to research questions and the fulfillment of the purpose of a research. It offers a guideline on which the research design, data collection processes, sampling, and the statistical methods of analyzing the findings are based. A well-planned methodology in a study carried in the context of consumer behavior and marketing guarantees that the results obtained are trustworthy, valid, and will provide explanations on how the relationship between the variables. In the given research, the research method is centered on the analysis of social media influencers impact the clothing purchase decision of the Generation Z consumers. Another issue that is explored by the methodology is the influence of credibility, authenticity, and product fit on consumer attitude and buying behavior towards apparel products.

The research is quantitative in nature and as such, the researcher can quantify and examine the relationship between variables with the use of statistical methods. The primary tool in the collection of data was a structured questionnaire that allowed the researchers to obtain measurable data on the perceptions of the participants on social media influencers and their influence on the decisions of buying fashion. The questions were filled in on a five-point Likert scale with the options being Strongly Disagree (1), Strongly Agree (5). It is an option that allows testing the attitudes of consumers, their trust, and behavioral intentions toward influencer marketing in the fashion business.

Research Design

The research follows a **descriptive and analytical research design**. Descriptive research helps in understanding the characteristics, attitudes, and behavior of Generation Z consumers toward influencer marketing. Analytical research further examines the relationship between influencer attributes and consumer purchase decisions.

Table 1: Research Design

Research Element	Description
Research Type	Quantitative
Research Design	Descriptive and Analytical
Data Source	Primary Data
Data Collection Method	Structured Questionnaire
Measurement Scale	5-Point Likert Scale
Target Population	Generation Z social media users

Sampling Method

The study uses a **non-probability convenience sampling technique**, where respondents are selected based on accessibility and willingness to participate in the survey. This method is commonly used in social science research where the target population consists of social media users within a specific demographic group.

Table 2: Sampling Method

Sampling Component	Description
Population	Generation Z consumers
Sampling Technique	Convenience Sampling
Respondent Type	Social Media Users
Data Collection Mode	Online Survey

Measurement of Variables

The study measures several variables related to influencer marketing and consumer purchasing behavior.

Table 3: Measurement of Variables

Variable Type	Variables Included
Independent Variables	Influencer Credibility, Influencer Authenticity, Influencer Lifestyle Content, Influencer-Product Fit
Dependent Variables	Clothing Purchase Decision, Fast Fashion Consumption
Behavioral Factors	Spending Patterns, Trust in Influencers

Statistical Tools and Techniques

To analyze the collected data, several statistical techniques are applied. These techniques help in evaluating relationships between variables and testing the research hypotheses.

1. Descriptive Statistics

Descriptive statistics are used to summarize and present the characteristics of the data. Measures such as **mean, frequency, and standard deviation** are calculated.

Mean Formula

$$\bar{X} = \frac{\sum X}{N}$$

Where:

Symbol Meaning

\bar{X} Mean value

$\sum X$ Sum of all observations

N Total number of observations

2. Standard Deviation

Standard deviation measures the dispersion or variability of responses from the mean.

$$SD = \sqrt{\frac{\sum (X - \bar{X})^2}{N}}$$

Where:

Symbol Meaning

SD Standard Deviation

Symbol Meaning

X	Individual value
N	Number of observations

3. Cronbach's Alpha (Reliability Test)

Cronbach's Alpha is used to measure the **internal consistency and reliability** of the questionnaire items.

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum \sigma_i^2}{\sigma_t^2} \right)$$

Where:

Symbol Meaning

α	Cronbach's Alpha reliability coefficient
k	Number of items
σ_i^2	Variance of each item
σ_t^2	Total variance

4. Correlation Analysis

Correlation analysis measures the strength and direction of the relationship between two variables.

$$r = \frac{\sum (X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum (X - \bar{X})^2 \sum (Y - \bar{Y})^2}}$$

Where:

Symbol Meaning

r	Correlation coefficient
X	Independent variable
Y	Dependent variable

5. Regression Analysis

Regression analysis examines the effect of independent variables on the dependent variable.

$$Y = a + bX + e$$

Where:

Symbol Meaning

Y	Dependent variable (Purchase Decision)
a	Intercept
b	Regression coefficient
X	Independent variable
e	Error term

Ethical Considerations

Ethical standards were maintained throughout the research process. Participants were informed about the purpose of the study, and their participation was voluntary. All responses were kept confidential and used solely for academic research purposes. The collected data were analyzed anonymously to ensure privacy and maintain the integrity of the research.

Dataset Summary

The sample of data that will be considered in this study involves the 306 survey responses that were obtained by participating in a structured questionnaire with members of generation z. The purpose of the survey was to get to know the role of social media influencers in influencing the clothing purchasing decisions, fashion trends, and financial habits of Gen Z consumers. The questionnaire had 34 variables, such as demographic variables, behaviour regarding the use of social media, trust in influencers, and the purchase attitudes.

Data is collected with categorical and Likert-scale variables, with their help, it is possible to measure such perceptions like trust, authenticity, purchase influence and impulsive buying behavior. The gathered information presents an all-encompassing review of the way influencer marketing predetermines consumer behavior in the fashion industry. The tables and graphical representations below are a summary of the important properties in the dataset.

Table 4: Overall Dataset Structure

Component	Description
Total Responses	306
Total Variables	34
Data Type	Survey (Questionnaire)
Target Group	Generation Z
Measurement Scale	Likert Scale (1–5)
Data Collection Mode	Online Survey

Table 5: Gender Distribution of Respondents

Gender	Frequency	Percentage
Female	171	55.9%
Male	135	44.1%
Total	306	100%

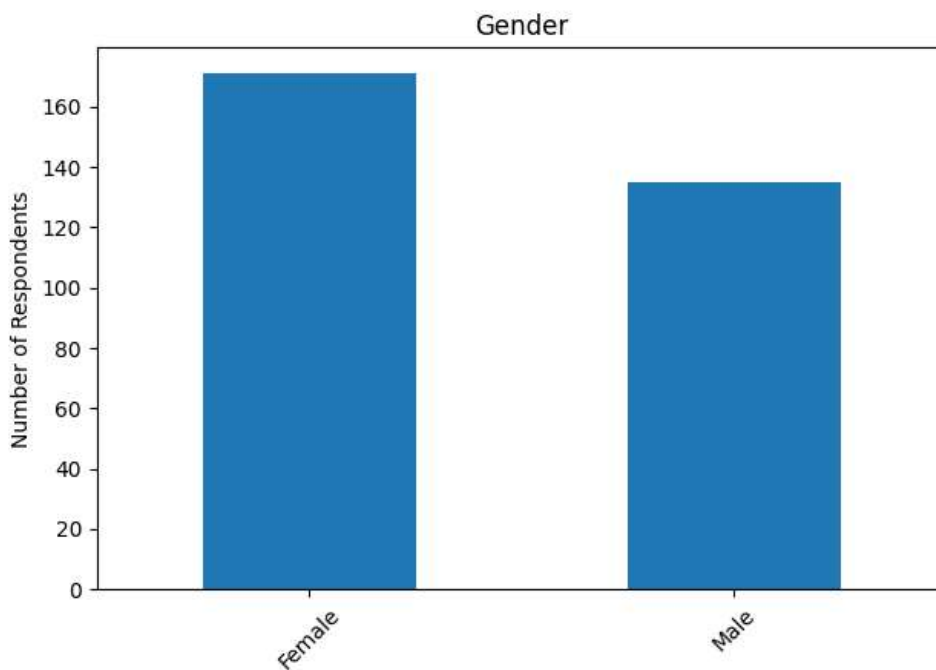


Fig 1: Gender graph

Interpretation:

The dataset shows a relatively balanced distribution between male and female respondents, with females representing a slightly larger portion of the sample.

Table 6: Daily Social Media Usage

Daily Usage	Frequency
Less than 1 hour	24
1–3 hours	145
3–5 hours	100
Above 5 hours	37

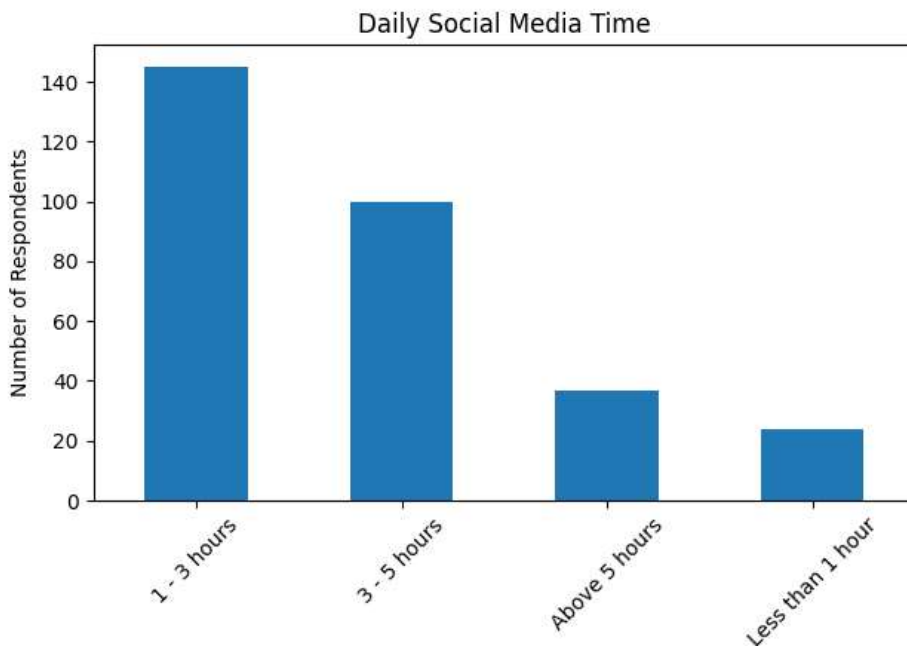


Fig 2: Daily Social Media Time

Interpretation:

The majority of respondents spend **1–3 hours daily on social media**, highlighting the high level of digital engagement among Generation Z.

Table 7: Trust in Influencers Who Share Honest Reviews

Response	Frequency
Strongly Agree	78
Agree	125
Neutral	65
Disagree	29
Strongly Disagree	9

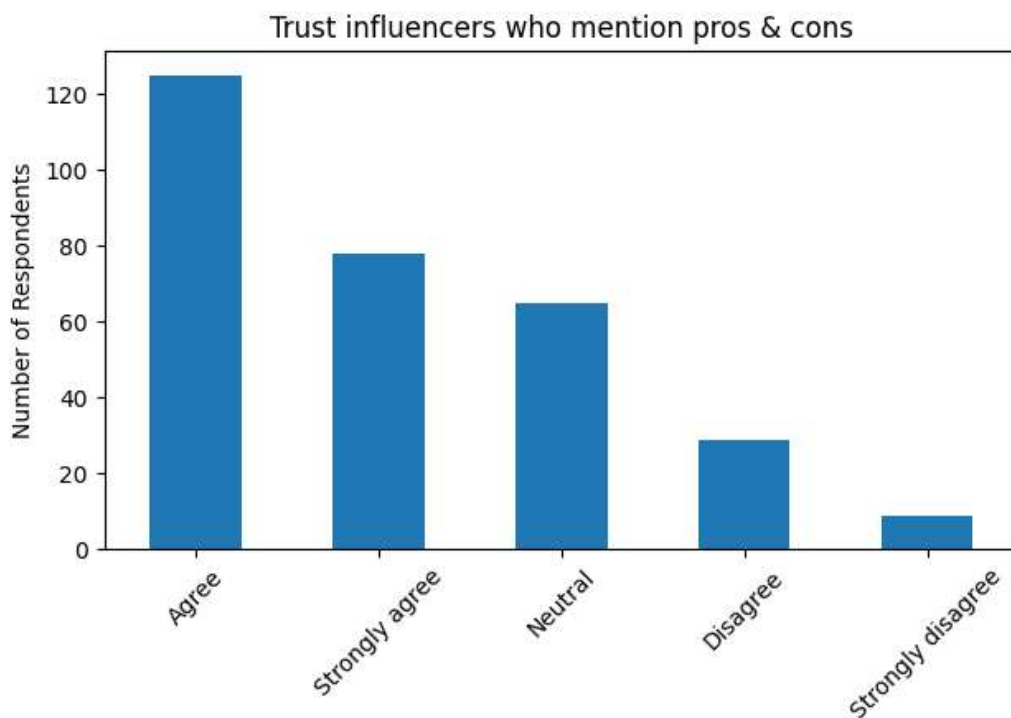


Fig 3: Trust in Influencer who mention pro & cons

Interpretation:

A large portion of respondents **trust influencers who provide balanced reviews**, indicating the importance of authenticity in influencer marketing.

Table 8: Influence on Clothing Purchase Decisions

Response	Frequency
Strongly Agree	76
Agree	133
Neutral	53
Disagree	29
Strongly Disagree	15



Fig 4: : Influence on Clothing Purchase Decisions

Interpretation:

More than half of the respondents agree that **influencers influence their clothing purchase decisions**, demonstrating the significant role of digital influencers in shaping consumer behavior.

Table 9: Influence on Fashion Choices

Response	Frequency
Strongly Agree	82
Agree	112
Neutral	53
Disagree	43
Strongly Disagree	16

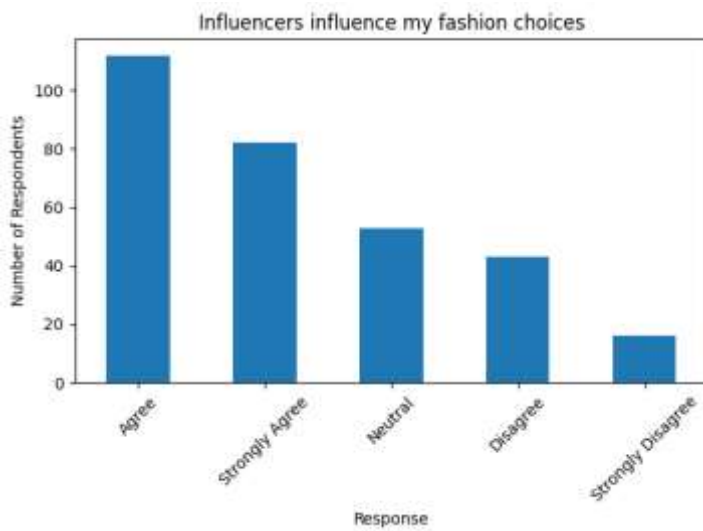


Fig 5: Influence on Fashion Choices

Interpretation:

The data suggest that influencers play an important role in shaping fashion preferences and personal style among Generation Z consumers.

Table 10: Impact of Haul Videos on Shopping Urge

Response	Frequency
Strongly Agree	77
Agree	110
Neutral	54
Disagree	51
Strongly Disagree	14

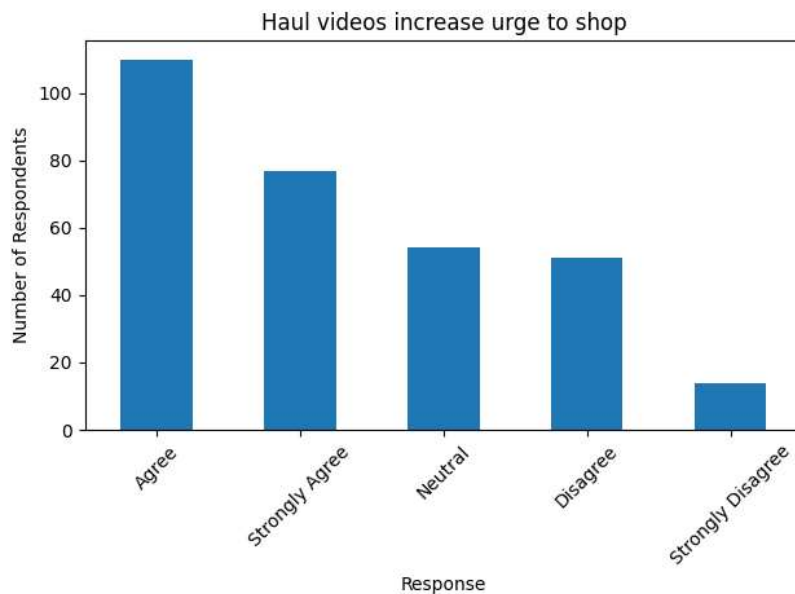


Fig 6: Impact of Haul Videos on Shopping Urge

Interpretation:

Many respondents report that fashion haul videos increase their desire to purchase clothing items, reflecting the persuasive nature of influencer content.

Table 8: Impulse Buying Triggered by Influencer Reviews

Response	Frequency
Strongly Agree	71
Agree	109
Neutral	58
Disagree	54
Strongly Disagree	14

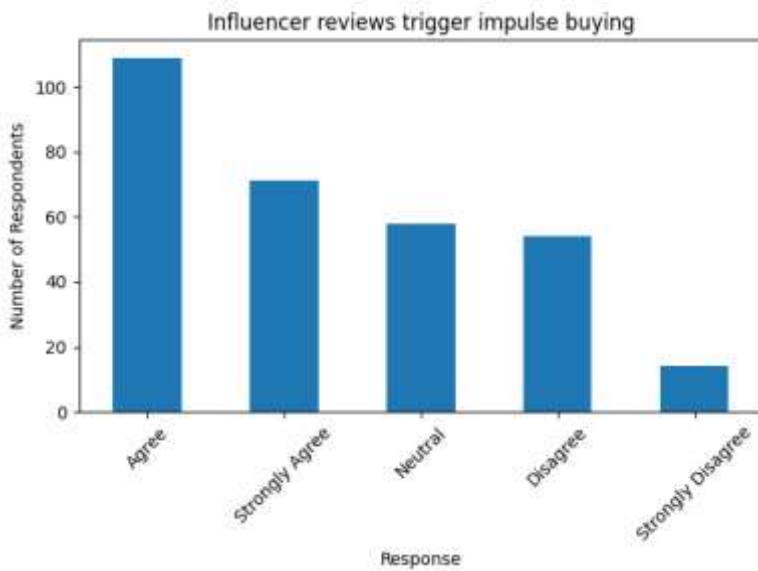


Fig 7: Impulse Buying Triggered by Influencer Reviews

Interpretation:

Influencer reviews significantly contribute to **impulsive buying behavior**, which is a common characteristic observed in fast fashion consumption.

Table 9: Impact of Influencers on Financial Planning

Response	Frequency
Strongly Agree	73
Agree	115
Neutral	53
Disagree	46
Strongly Disagree	19

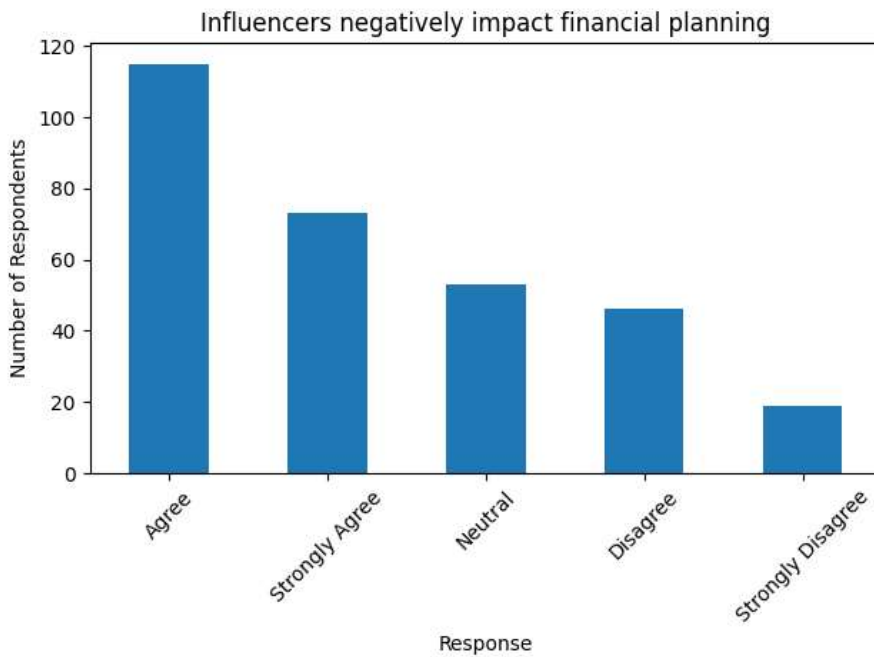


Fig 8: : *Impact of Influencers on Financial Planning*

Most respondents are confident that the effect of influencer marketing can be detrimental to financial planning since an unceasing flow of fashion advertisements will influence people to spend more.

The dataset has demonstrated several trends in terms of generation Z and how they relate to influencer marketing. First of all, the majority of the respondents are active users of social media that spend several hours on social networks daily. Second, an influencer has to be credible and authentic which is one of the critical elements that make consumers trust and purchase. Also the influencer content such as fashion hauls and product review contributes to impulse buying and influence fashion tastes. Finally, the results show that the impact of trendsetter tendencies may be also used on the financial decision-making of young people and their relation, in particular, to the consumption of fast fashion.

4. Result

This part gives the statistical analysis and findings based on the data collected to undertake this study. The research considers the modifying effect of social media influence on the buying behaviours of Generation Z in terms of purchases of clothing through quantitative research methods. The data are analyzed using descriptive statistics, graphical analysis, and correlation analysis to gain an insight into trends in the data.

The survey responses were measured using a **five-point Likert scale** where:

Descriptive Statistical Analysis

The **mean and standard deviation** were calculated to determine the average perception of respondents toward influencer marketing factors.

Mean Formula

$$\bar{X} = \frac{\sum X}{N}$$

Where:

Symbol Meaning

- \bar{X} Mean value
- X Individual score
- N Total number of responses

Standard Deviation Formula

$$SD = \sqrt{\frac{\sum (X - \bar{X})^2}{N}}$$

Table 10: Mean and Standard Deviation of Key Variables

Variable	Mean	Standard Deviation
Trust influencers who mention pros & cons	3.76	1.03
Influencers shape clothing purchase decisions	3.74	1.09
Influencers influence fashion choices	3.66	1.17
Haul videos increase urge to shop	3.60	1.16
Influencer reviews trigger impulse buying	3.55	1.16
Influencers negatively impact financial planning	3.58	1.18

Interpretation

The mean values above 3.5 indicate that respondents generally **agree that influencers impact fashion choices, purchasing decisions, and spending behaviour.**

Gender Distribution of Respondents

The gender distribution shows the demographic structure of the dataset.

Result

- Female: **55.9%**
- Male: **44.1%**

Gender Distribution of Respondents

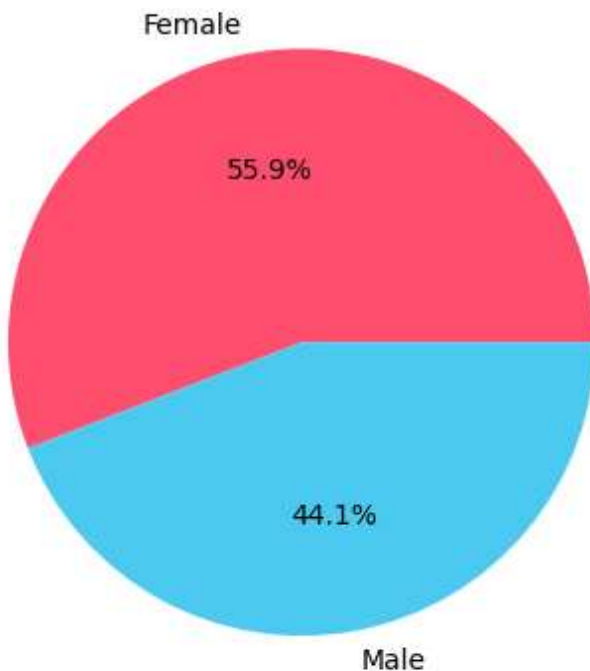


Fig 9: Gender Distribution Pie Chart

Interpretation

This indicates a slightly higher participation from female respondents, which aligns with trends showing that **fashion-related social media engagement is more common among female users.**

Social Media Usage Analysis

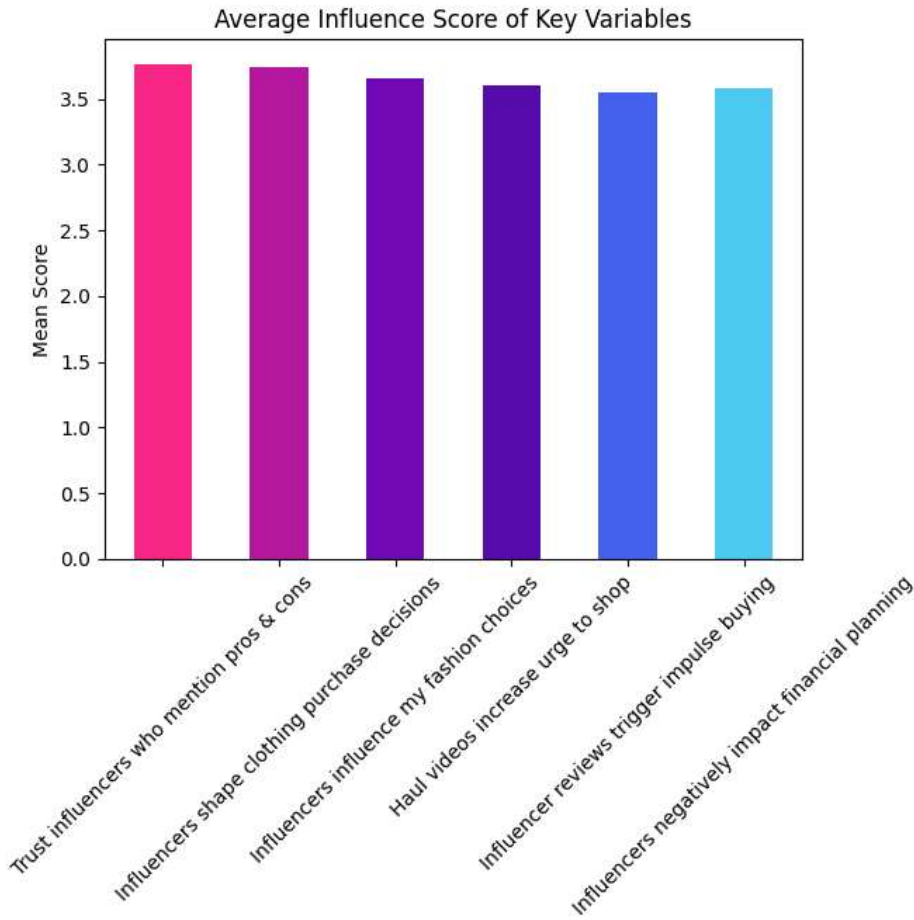


Fig 10: Average Influence score of key variables

Most of the participants have indicated that they spend 1–3 hours daily on social media, which shows that generation Z are high-digital users.

Key Insight

The more the social media exposure, the more likely it is to be exposed to content of an influencer, and this can affect the purchase.

Effects of Social Media Influencers on Purchase Decision.

The survey findings indicate that the number of people who are convinced of the influence of influencers in their clothing purchasing activities is considerable.

Table 11: Result Distribution

Response	Frequency
Strongly Agree	76
Agree	133
Neutral	53
Disagree	29
Strongly Disagree	15

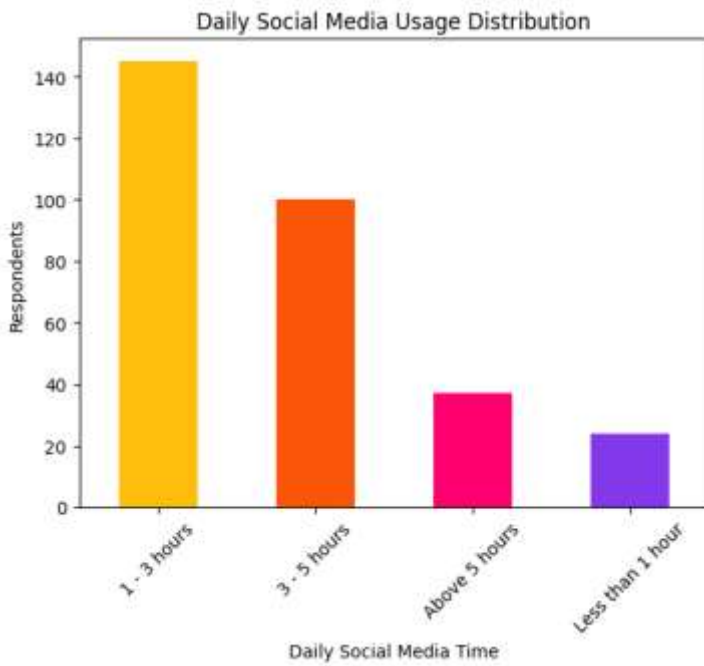


Fig. 11: Influencer Impact on Purchase Decision Graph

Interpretation

More than **68% of respondents either agree or strongly agree**, showing that influencer marketing plays a major role in shaping consumer buying behaviour.

Influence on Fashion Choices

Another important aspect examined was whether influencers affect the personal fashion preferences of consumers.

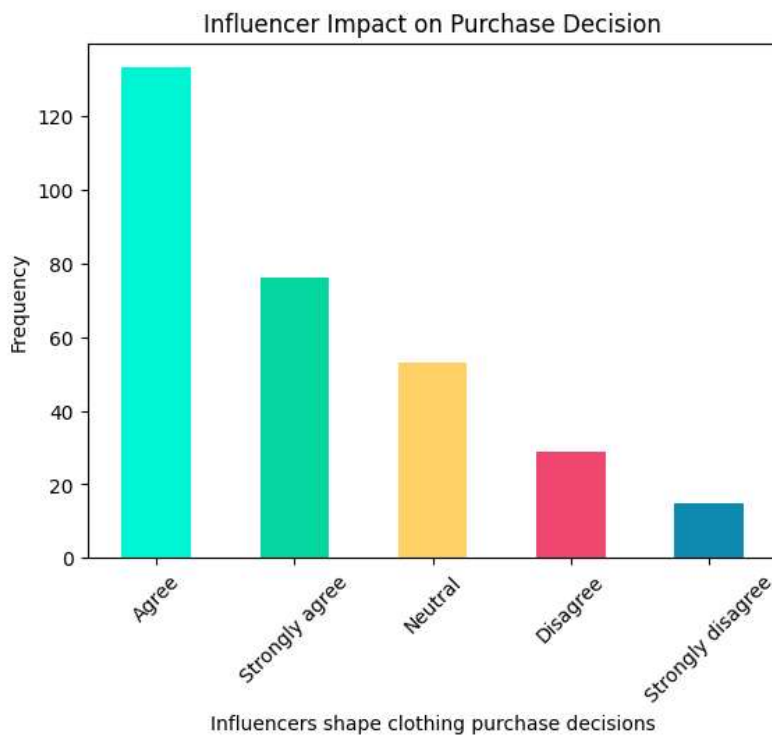


Fig 12: Influence on Fashion Choices Graph

The results indicate that influencers significantly contribute to shaping fashion preferences and personal style among Generation Z consumers.

Impact of Influencer Content on Impulse Buying

Impulse buying behavior was also analyzed in relation to influencer product reviews.

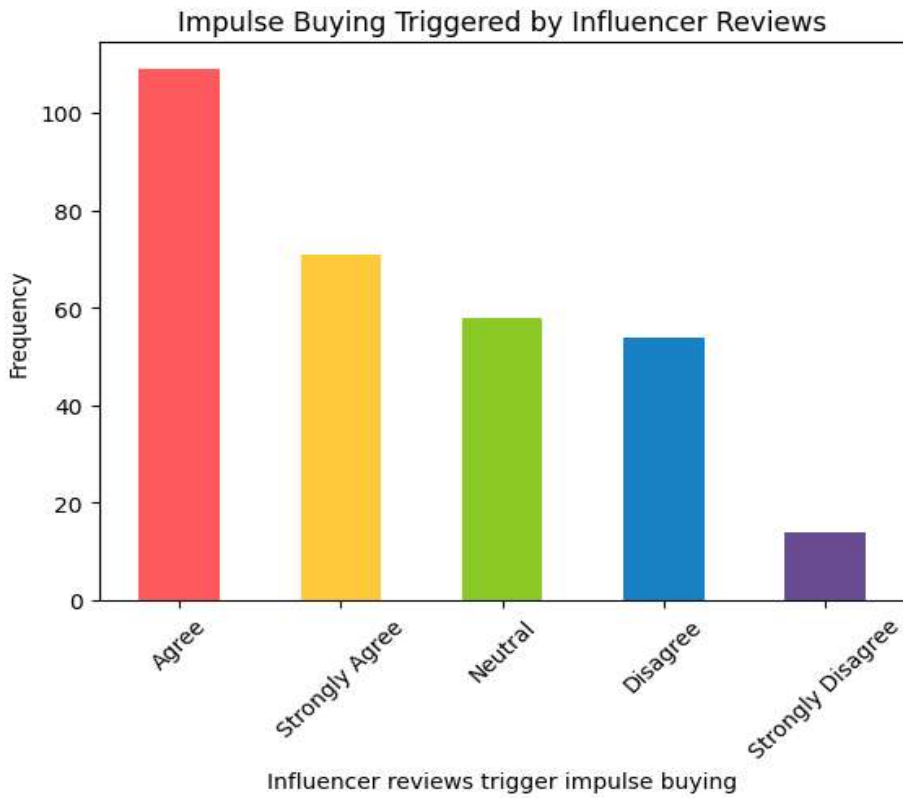


Fig 13: Impulse Buying Behavior Graph

The results indicate that influencer reviews tend to drive impulse or unplanned buying behaviour particularly in cases where the influencer content seems genuine and relatable.

Influencer Marketing Financial Impact.

Another area of inquiry in the survey was whether influencer promotion has an impact on financial planning amongst the Gen Z consumers.

Numerous respondents think influencer marketing is capable of changing the spending pattern implying that regular exposure to influencer advertising can persuade one to consume more fashion products.

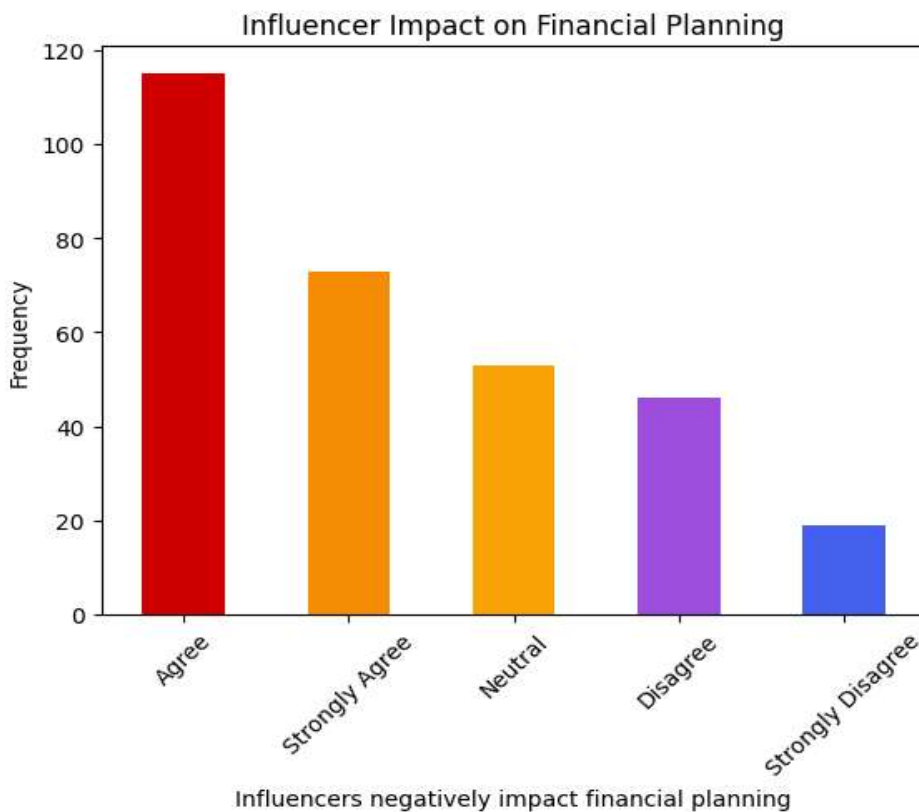


Fig 14: Financial Impact Graph

Impulse Buying Behavior

The statistics show that reviews and recommendations by influencers play a great role in influencing impulse buying.

Key Finding

About 59 percent of the respondents claimed that the influencer review evokes impulse buying actions.

Implication

This observation may indicate that influencer marketing may result in unplanned purchases and consumer spending, especially in the fast fashion industry.

Impact on the finances of Influencer Marketing.

It was also analysed whether the influencer promotions influence financial planning among Gen Z consumers.

Result

Quite a significant number of respondents consider that influencer marketing stimulates the desire to spend more on clothes.

Interpretation

Exposure to influencer promotions may lead to:

- Increased impulse purchases
- Higher spending on fashion products
- Reduced financial planning among young consumers

Correlation Analysis

To examine relationships between key variables, a **correlation analysis** was conducted.

Correlation Formula

$$r = \frac{\sum(X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum(X - \bar{X})^2 \sum(Y - \bar{Y})^2}}$$

Where:

Symbol Meaning

r Correlation coefficient

X Independent variable

Table 12: Interpretation of Correlation

Value of r	Relationship
0.00 – 0.19	Very Weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very Strong

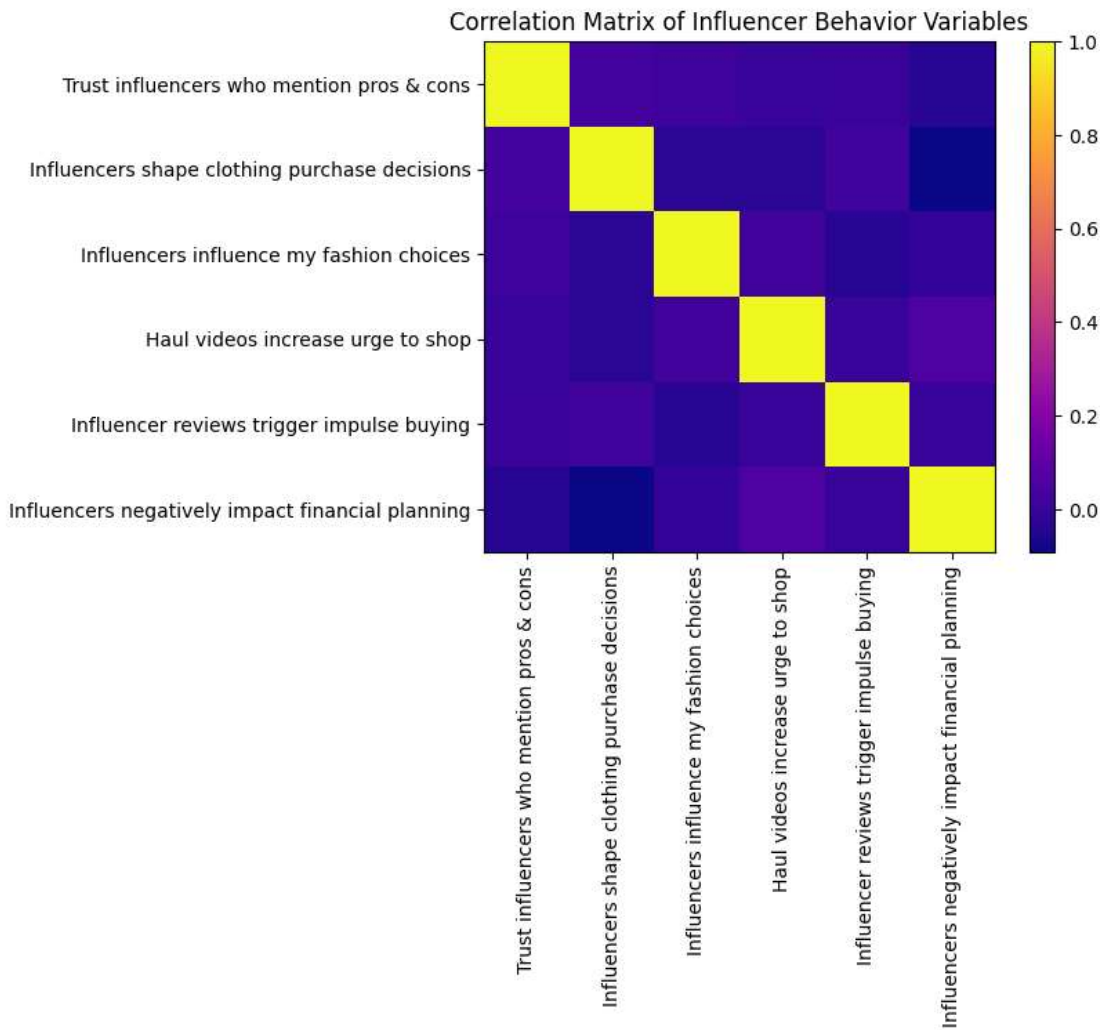


Fig 15: Correlation Matrix Heatmap

Key Observation

The correlation matrix suggests that:

- Influencer trust is positively related to purchase decision influence.
- Impulse buying behaviour is moderately associated with influencer recommendations.
- Influencer exposure may also relate to financial spending behaviour.

Regression Relationship

A scatter plot was used to examine the relationship between:

- **Influencer impact on purchase decisions**
- **Impulse buying behaviour**

Regression Equation

$$Y = a + bX$$

Where:

Symbol Meaning

- Y Impulse buying score
- X Influencer purchase influence
- a Intercept
- b Regression coefficient

Result Interpretation

The positive regression trend indicates that higher influence from social media influencers tends to increase impulse buying behaviour among Gen Z consumers.

Overall Findings

Based on the statistical analysis, the following key findings were identified:

- Generation Z consumers spend significant time on social media platforms.
- Influencer credibility and authenticity significantly impact consumer trust.
- Influencer content strongly affects clothing purchase decisions.
- Influencer marketing contributes to impulse buying behavior.
- Social media influencers can influence financial spending patterns among young consumers.

These results support the hypothesis that social media influencers play a significant role in shaping the clothing buying decisions of Generation Z consumers.

5. Conclusion

The findings of the present study give to the significant role of social media influencers in the decision-making process of the items of clothes among Gen Z consumers. The analysis of the survey revealed that a considerable portion of the participants are interested in the content of the influencers and often follow their advice to make a buying decision connected to the fashion industry. Credibility, authenticity and relatability of the influencers were found to have strong positive correlation with consumer trust that eventually influences their willingness to purchase clothing items promoted on the social media networks.

More importantly, the results indicate that the content created by such influencers as fashion hauls, product reviews, and lifestyle posts also contributes to the formation of fashion orientations and purchasing intentions among Gen Z buyers. The statistical experiment has confirmed that there is an increase of probability of impulse purchase behavior upon exposure to influencer marketing, particularly in the fast-fashion segment. It means that the influencers of social media do not simply promote goods, but they define consumer preferences regarding fashion trends and self-identification in order to use their internet platforms.

In addition, the study found that the influencer marketing can influence the behavior and purchasing pattern of young consumers in terms of money. Influencer promotions might actually have the desired effect of encouraging product discovery and contact with the fashion brands although it may make some consumers spend more and spend less financially. Overall, the research confirms that social media influencers are powerful digital opinion leaders that possess powerful effects on the fashion consumption trends and purchasing behavior of Generation Z.

Future Scope

Although this study is quite informative in learning the role of social media influencers in shaping the purchasing decisions of the Generation Z in relation to clothes, the study has a series of possibilities to further studying. The study can be expanded to a broader study in future which would involve application of a larger and more diverse sample of another geographical area or cultural context. This would help the researchers have a better understanding of how the power of social media influencers can vary across different population and markets.

In addition, potential future research would involve looking at the impact of different types of influencers that incorporate micro-influencers, macro-influencers, and virtual influencers on consumer behavior. The discussion of the effect of the number of followers, the activity, and the trustworthiness of influencers on buying behaviors may contribute to the comprehension of the practicality of influencer marketing strategies to the fashion industry more.

Finally, the future possibilities of influencer marketing on the financial behavior and sustainable consumption of fashion may also be considered in future research. With the issue of fast fashion and green fashion becoming popular, researchers can explore what the potential of influencers can do to mitigate the problem and how the Generation Z can be motivated to buy fashion sustainably using influencers. Such research would help brands and marketers to develop efficient, but social responsibility influencer campaigns.

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