

ABSTRACT

A study investigates how Fashion Industry Generation Z consumers respond to fashion endorsement from influencers. Gen Z members feel strongly influenced by social media because they view influencers as better authentic representatives than conventional celebrities. The fashion-related choices of consumers are influenced by these influencers who present personalized and engaging content. The research examines how influencers affect customers through the combination of their attractiveness and trustworthiness and expertise characteristics. The authors collected data through an online questionnaire designed for Gen Z users who purchased fashion goods based on endorsements from influencers. Statistical analyses identified attractive trustworthy influencers as strong influencers of purchasing behavior but experts had minimal impact on purchasing decisions. These research results teach marketers that their strategic value relies on working with influencers whose visual appeal matches their genuine reputation over their expertise level. This research helps explain how consumers buy in a digital era while offering beneficial sales tips for brands who want to market to Gen Z.

Keywords: Influencer Endorsements, Trustworthiness, Attractiveness, Expertise, Purchasing Behavior, Consumer Buying Behavior, Gen Z.

